PEE WEE HERMAN

CROCODILE DUNDEE

TV'S AMEN

DON MARTIN IN THE MORGUE

BASE-BALL

No. 273 September 1987

MAD IND ®

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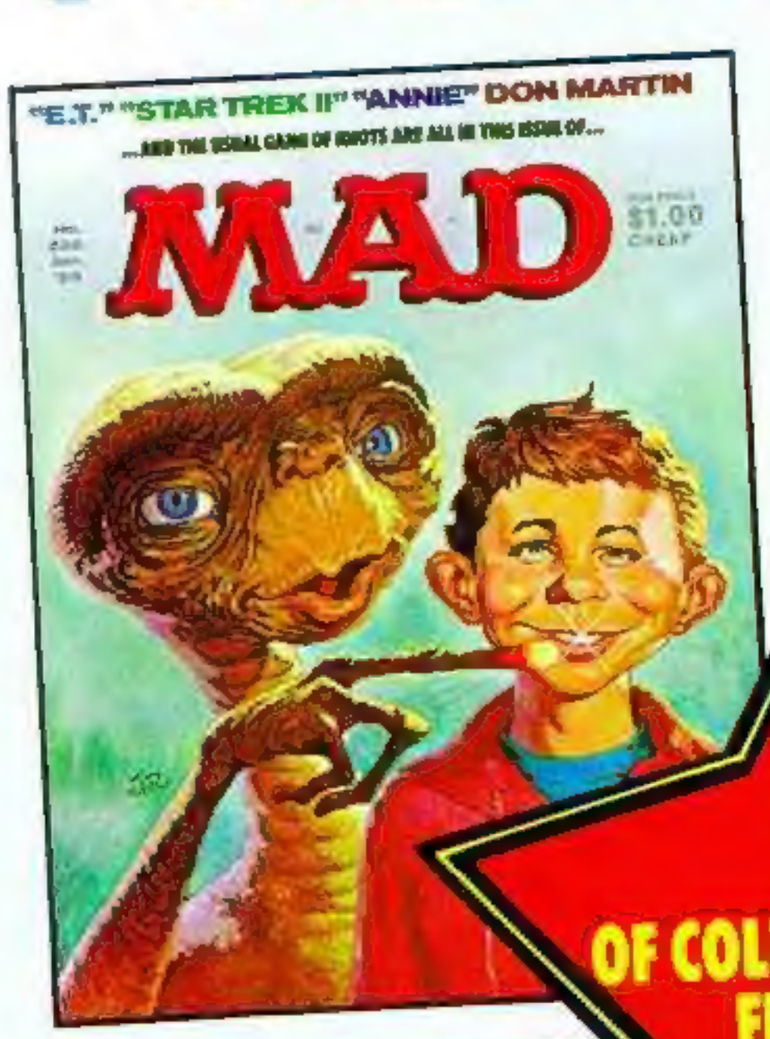

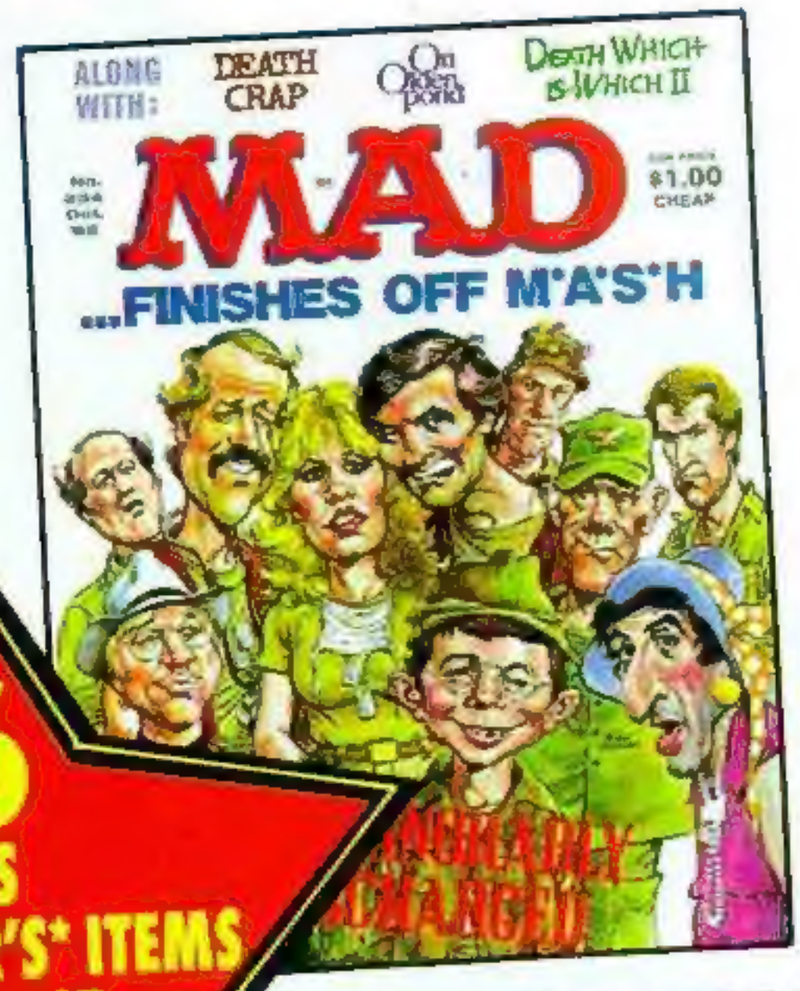

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THIS IS REALLY THE BACK COVER OF...
MAD
$1.00 CHEAP
We Jab... ROCKY III
Punch Out... CONAN THE BARBARIAN
Duh... SOME KIND OF HERO
And K.O.... THE FACTS OF LIFE

0 70989 74080 74

FOR THE PEOPLE...BUY IT PEOPLE...OR WE SHALL PERISH FROM THE EARTH!

NUMBER 273 SEPTEMBER 1987

MAD

"The ups and downs of the economy are the result of having elected too many yo-yos!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher*

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS

MAD (SSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 8 issues $10.75 or 24 issues $26.75 or 40 issues $42.75. Outside U.S.A.: 8 issues $13.75 or 24 issues $33.75 or 40 issues $51.75. Entire contents copyright © 1987 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.
Printed in U.S.A.

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AND RECEIVE

FREE GIFTS!

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LETTERS AND TOMATOES DEPT.

"STAR BLECCH IV"

Stupidity, the final frontier. These are the parodies of the magazine MAD. Its five-page mission: to spoof the movie "Star Trek IV." To seek out new limits of bad taste and satire. To boldly go where no idiot has gone before! Live long and prosper!

J. Pecsar
Sunnyvale, CA

Please stop writing to us about all your tribbles! – Ed.

THE WINGS OF MAD

Readers of Eastern Airline's in-flight magazine *Eastern Review* were recently treated to an article all about MAD Publisher William Gaines. The story featured this portrait of Bill drawn by our own Al Jaffee. Now we know why Eastern carries barf bags on their planes!

OH SAY CAN UPC?

Concerning your "Sneaky UPC Symbols," you forgot the one that appears on the cover of your *own* magazine!

Greg Thady
El Paso, TX

MAD's UPC Symbol?!

Please Address All Correspondence To:
MAD, Dept. 273, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-distressed stamped envelope!

MAD DOCTORS

After my daughter Elizabeth reads it from cover to cover, I place MAD in the magazine rack in my dental office. My patients love to read MAD. In fact, MAD is responsible for almost as many smiles as my excellent dentistry!

Donald E. Feeney Jr., D.M.D.
Louisville, KY

Yes, but after our readers finish each article, we don't make them spit! (They do that voluntarily!)—Ed.

In your Letters and Tomatoes Dept. in MAD #271, you stated that despite all of our medical training, we doctors don't know much about the funny bone. I am here to tell you that I have had MAD in my office since I started my practice six years ago. It is one of the most read magazines in my office (that is, when and if the staff can get it off my desk!).

William T. Jones, M.D.
Gainesville, GA

While you're reading MAD, what do your poor patients have to read? Those old copies of *Trout Fishing Digest*?? Readers, if you want your doctor or dentist to keep MAD in their waiting rooms, slip them a subscription blank next time you pay their overpriced bill!—Ed.

"SUBWAY BINGO"

Regarding "Subway Bingo," I can't understand why people say they hate riding the subways when I think it's the best way to make friends and have a social life. One year ago when I was going home, I was squeezed so tight on the train that I was forced to marry the girl in front of me. Next month, we're going to ride to Coney Island during rush hour for our anniversary. It'll be like a second honeymoon!

Robert Santiago
New York, NY

If you're thinking of having children, we suggest you take the 7th Ave. local!—Ed.

MORON MAIL

I'm tired of seeing nothing but junk mail on your letters page. You should publish real interesting letters, like for example talking about science, U.S. history, etc. Please do this, the future of the next generation is in your hands.

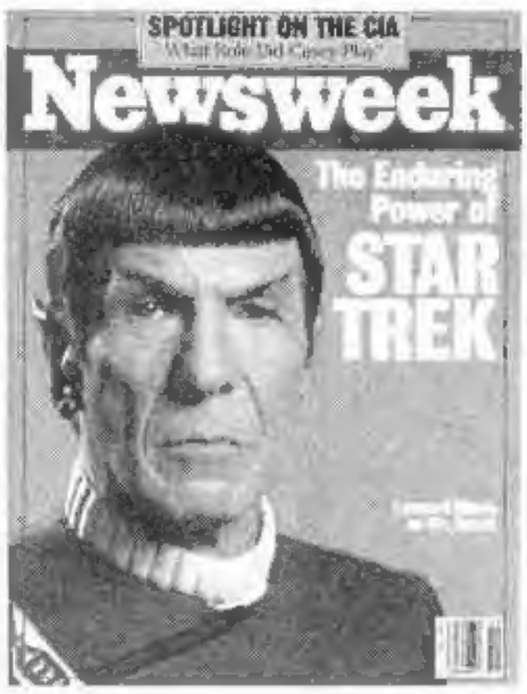
Angel Guaynabo
Puerto Rico

We were going to print a thoughtful note we received from astronomer Carl Sagan this month, but we bumped it in order to print your letter!—Ed.

MAD VS. NEWSWEEK: THE GREAT RIP-OFF BATTLE CONTINUES

People who saw the cover of the April 20, 1987 edition of *Newsweek* are of course well aware that it was a blatant rip-off of the cover of MAD issue number 269, March '87!

Of course, *Newsweek* can claim that the cover of MAD #271 was a rip-off of their Dec. 22, 1986 cover, but we know it was just one of those quirky, one-in-a-million coincidences!!



T.N.T.

(Trite, Nonsensical Trash)

You'll get anything but a blast from this fizzling collection...

....An unmatched schlock-pile of dynamite schtick!!!

Brought to you by...

"the usual bang of idiots!"

WIMP-LASH DEPT.

A MAD PEEK BEHIN

PEE-WEE'S

I've **never met** Pee-wee. What's he **like?**

Imagine if **Jerry Lewis** and **Cyndi Lauper** had a child... that was **dropped** on its **head** at **birth!**

How would you **describe** the show?

It's sort of a combination of **Soupy Sales** and an **LSD trip!!**

Pee-wee's **voice** is **two octaves higher** than it should be.

That's because his **pants** are **two inches higher** than they should be!

Every week Pee-wee has a **cow** wearing **pearls** looking in his window!

Yeah, talk about **milking** a **gag!**

Do you have any suggestions for this week's **secret word?**

How about **"Intelligence"?**

Come on! Who's going to use a word like that **around here?!**

Hi, **Reba**, thanks for **courteousiy** delivering all my mail **on time** and in **undamaged** condition.

You're welcome, **Pee-wee**, but remember, this is a **fantasy** show. **Nothing** like this happens in **real** life!

The **art department** needs more **supplies.**

Crayons? Paper?

Drugs!

U.S.MAIL

D THE SCENES AT
PLAYHOUSE

I'm here from **Planned Parenthood** to give Pee-wee an **award.**

Who **cares!** All I know is people see Pee-wee **once** and think **twice** about having a kid who **might** grow up like **him!**

He's in **favor** of Planned Parenthood?

I understand it was **David Letterman** who first gave Pee-wee **national fame.**

Yup, the **same** David Letterman who gave us **"Stupid Pet Tricks," "Stupid Human Tricks"** and **"Brush with Stupidity"!**

Have you seen **Cowboy Curtis** around?

No, I'm from he **Immigration Department!!**

Are you from the **casting department?**

ARTIST: AL JAFFEE

Call a **doctor!**

What happened?

Pee-wee **fell off** his **high shoes** again!

BUNNY TAILS

Get the **make-up man!** Pee-wee should be coming in here **soon!**

No, he has some taken **off** before he goes **on!**

Pee-wee gets **made up?**

KING OF CARTOONS

Gee, this show has a **talking chair,** a **talking window** and a **talking globe!**

Yeah, I'm **afraid** to go to the **bathroom!**

ARTHUR

POTZREBE

Jaffee

A MAD LOOK AT BASEBALL

ARTIST AND WRITER: SERGIO ARAGONES

TOP OF THE FIRST...

BOTTOM OF THE FIRST...

OUTBACK TO THE VIDEO STORE DEPT.

At first glance this may appear to be another *MAD Movie Satire*. But *hoo-hah!* We say, *"Negatory!"* This is a *MAD Videocassette Satire*—an *entirely different thing!* Our *Movie Satires*, you see, are satires of *films*. But our *all new Videocassette Satires* are satires of *films!* So now that we've cleared up *that confusion*, here's...

Crock O'Dull DUMMEE

ARTIST: MORT DRUCKER WRITER: DICK DEBARTOLO

I'm Zoo, a **reporter!** My newspaper sent me here to find the guy who looked **death** in the face and **laughed!**

That could be **anyone** in this place who ate the **"catch** of the **day"!**

Wait, mate—the lassie might be talkin' about me, **Crock O'Dull Dummee**—fisherman, explorer, guide, and the only man alive who still **dresses** like **Davy Crockett!**

Wow! This **drink** tastes **awful!**

I don't know why, the **snake venom's** fresh! Hmm, maybe the **bat blood's** gone **sour...**

It sure is **great** they finally got a **television set** for this god-forsaken place!

Yeah! It'll be even **greater** when they start **broadcasting** a **signal** out this way so we can **watch** something!

LADIES ROOM OUT FRONT

MEN'S ROOM OUTBACK

WANNA DANCE?

WALTZIN' MATILDA

I NEED GATOR-AID®

MAD FOLD-IN

HOP-O-POTAMUS

CROC A BAR

LA COSTE

DOWN UNDER

MORT DRUCKER

So the **crocodile** crushed my boat and almost **tore** my leg **off!** Look at the **body damage!**

All I see is a tiny **band-aid!**

Yeah, but you can't imagine the **horrible damage underneath** that band-aid! You can't judge a **boo-boo** by its **cover!**

I do want to see where that **crocodile attacked** you, but is this the **best road?**

Lady, out here **this** is a **super highway!**

CROCK ON BOARD

I BREAK FOR COFFEE

That was amazing—you just **raised your arms** and that water buffalo **keeled over!** Is it the **power** of your **mind** over **his mind?**

It's more like the power of **my underarms!** We don't do much **bathing** in the outback!

Well, let's see you **hypnotize** some of his **friends** into moving his butt **off** this one-lane freeway so we can **get going!**

ZZZZZ

You know **Crock**, you never cease to **amaze me!** Before I even **knew** there was a **snake** around, you **killed it** and **threw it** in the **fire!**

Ah, it was **nothing** really! Killing **deadly reptiles** to **save** a lady's **life** is all in a **day's work** out here!

I'm **impressed!** But **why** does that snake **smell** like **burning rubber?**

Oh, that's typical of the species—**rubberi noveltius conjobium!**

Because I'm from **New York City,** you assume I don't know my way around this **natural environment!** Let's **split up** here, and meet in two hours at **Skinny-Dip Lake!**

You're **sure** you want to **travel alone?**

Absolutely! Just give me a little **hint**—which trees go **uptown** and which trees go **downtown?**

I'm **warning** you, Zoo, you're **not prepared** to make it out here! This is **man's** country! You have no **knife, gun,** or **bow and arrow!**

In a **real** man's country, all I need is **tight leotards, T-shirt,** and a **skirt slit** to the **equator! Nature** takes care of the **rest!**

If I'm staring at my **own reflection** in this lake, I should have brought my **make-up kit** with me! If that's **not** my reflection I'm staring at, then

HELP!

You not only **saved my life** by killing that crocodile, but you **skinned** it and **made** me a **belt!** You're really **fantastic!** It feels just like **store-bought plastic!**

That's, er, typical of the species— **phonus balonus naugahydum!**

Wow! Is there **anything** about **wild life** that you **don't** know?

My, but **Crock** sure is **versatile!** One minute he's **playing Tarzan,** the next minute he's **dancing** like **John Travolta!**

Hey, guys, look how **good** I'm getting at your **primitive dances!** I've been **practicing** to the **Aboriginal cast album!**

Unfortunately, with **one-liners,** he's no **Rodney Dangerfield!**

CROCK CONCERT TONIGHT

Crock, even if you spear a fish, I **won't** risk **ruining my manicure** by **cleaning** it!

Not to worry, mate! I just speared us a **can** of **tuna!**

That's very **civilized** of you! And I brought an **electric can opener!** Where can I find an **outlet** to **plug it in?**

Well, we're going to **New York City** so you can see how **I** live! Look at your knuckles— they're **white!** And you're **shaking** like a **leaf!**

I've never **flown** before, but **no worry,** mate

I would **hope** not, considering that we're **sitting in the airport lounge!** Wait until we're actually in the **air!**

GATE 8

It's **nice** of you to show me around **your city,** mate, but where I come from, the **men** are **men** and the **women** are **nothing!**

Well, let me **warn** you— n this bar, the men are men and the **women** are **also men!**

No problem, mate. Just as long as the **sheep** are **straight!**

That **creep stole** my **purse,** but thanks to **you,** I got it back! You **beaned** him good—with a **can** of **beans!**

Too bad the **Yankees** don't have **a pitcher** with an arm like **that guy's!**

Crock's a bigger crook than that purse snatcher! He **stole** my **TV role** as a **one-man police squad!**

Wowee! What a house What **business** is your father in?

My **dad** sells **newspapers**...

He must have himself one **terrific paper route!**

I hereby announce my **engagement** to **Zoo!**

Not tonight, dear—I have a **headache!**

Save that for **after** we get married— this is **just** the **engagement!**

I want to **talk** to that **guy** way over there— the one with the **black hat!** Pass it on!

She wants to take **a walk** with that **black** guy and **no flack!** Pass it on!

She wants to know if that **guy** will give her **subway tokens back!** Pass it on!

GO JETS!

GO mets! GO Goetz!

N TRAIN

E TRAIN

42 ST

She says **you're** the guy she wants to **get** in the **sack!**

W TRAIN

S

Hear that? She's willing to **give up** all that **wealth** and that **mansion** and **high society** to live in a **pigsty** in the **boondocks** with **low-life** like **me!**

That's got to be the **biggest crock** of all!

DON MARTIN VISITS THE MORGUE

ARTIST: DON MARTIN WRITER: DON EDWING

Yes?

Excuse me, lady, can you help me out? I'm looking for Homecrest Avenue

CITY MORGUE

ACE BUTCHER'S

FRESHLY KILLED MEAT RED JUICY FRESH

Charney, take care of that **basketball player** in the **freezer room!**

Oh, no! **Not him!**

I really **hate** this

Is this your **wife,** Mr Dasch?

Yup! That's **her,** all right...

And here's your **car...**

Oh, no! Sob! **My poor car!** Sob! **No! No!**

FLEEDLE LEDDLE FLORK HAFLATCH

Why Dr. Benji! I didn't know you could play the organ!

DOODLE GLOODLE PHLAKFFA BBBLPLAST!

Hey! Who's tugging at my gown?

VISITORS 22 HOME 30

THE MAD D.

CHAPTER ONE

See the DJ work!
Work! Work! Work!
First he gives the news!
Then he does a commercial!
After that the weather report!
Then he does another commercial!
Next he gives the sports update!
Followed by a station break and the correct time!
Question: Why is he called "disc jockey" when he hasn't played a disc in the past 47 minutes?

CHAPTER THREE

Hear the studio technicians laughing!
Har! Har! Har!
They laugh at everything the DJ says!
"It's raining outside—lovely weather for ducks!"
Har! Har! Har!
Do they really think the DJ is funny and amusing?
Let's rephrase the question—Do they want to keep their jobs?
Har! Har! Har!

CHAPTER FIVE

Hear the DJ speckle his banter with interesting information!
Like how the gang at Via Veneto Ristorante on West 54th Street listen in every day!
And how Irma at A-1 Dry Cleaners on East 23rd Street wears the station's sweat shirt!
And how Vinnie, the expert mechanic at Sassone Auto Repair, personally requested this next great golden oldie!
What a nice guy the DJ is for passing out this valuable information!
Ever wonder where the DJ eats, has his clothes laundered, and his car fixed—for free?

J. PRIMER

ARTIST:
JACK DAVIS

WRITER:
LOU SILVERSTONE

CHAPTER TWO

This DJ is playing Beethoven!
Third! Fifth! Ninth!
Followed by Vivaldi, Mozart, Copland, Ravel,
Mussorgsky, Respighi, Mendelssohn!
Bach! Bach! Bach!
You'll hear no ads for jeans, sneaks, or acne creams!
Is this because of the DJ's respect for the serious composers?
Don't be a shmendrick! This is because of the sponsor's
respect for the ratings which tell them that teens
with big bucks don't listen to this square station!
Beethoven was no Mick Jagger!

CHAPTER FOUR

See the DJ is interviewing his guest!
He plays his guest's recordings!
He tells his guest how great he is!
At the show's end, he invites his guest to come back anytime!
Does he really like the guest that much?
Does he really think the guest is as wonderful as
he said all show?
Don't be a shmendrick! The DJ likes anyone who'll
do his show free!

CHAPTER SIX

See the angry man and lady!
They listen to this "zany" DJ every morning!
They listen to his vulgarity, obscenity, and blasts
at the flag, mom, and apple pie!
Why do they listen to him?
So they can record all the vulgar and obscene things
he says—and then write to the FCC demanding the
DJ be taken off the air!

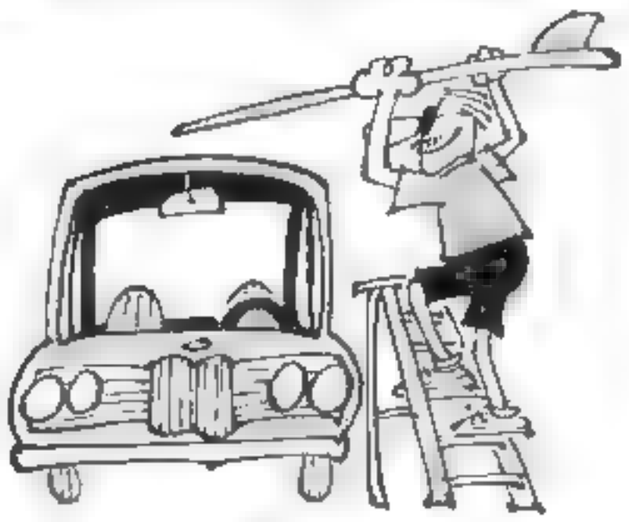
WE'RE IN HEAT DEPT.

Budding trees signal spring, changing leaves indicate autumn, and heavy snow means winter. But what about that other season—how can we tell when it begins? Beach parties? Picnics?

SUMMER HAS A...

...LITTLE KIDS SELL LEMONADE FOR 5¢ A GLASS, COMPLETE WITH SAND AND DROWNED

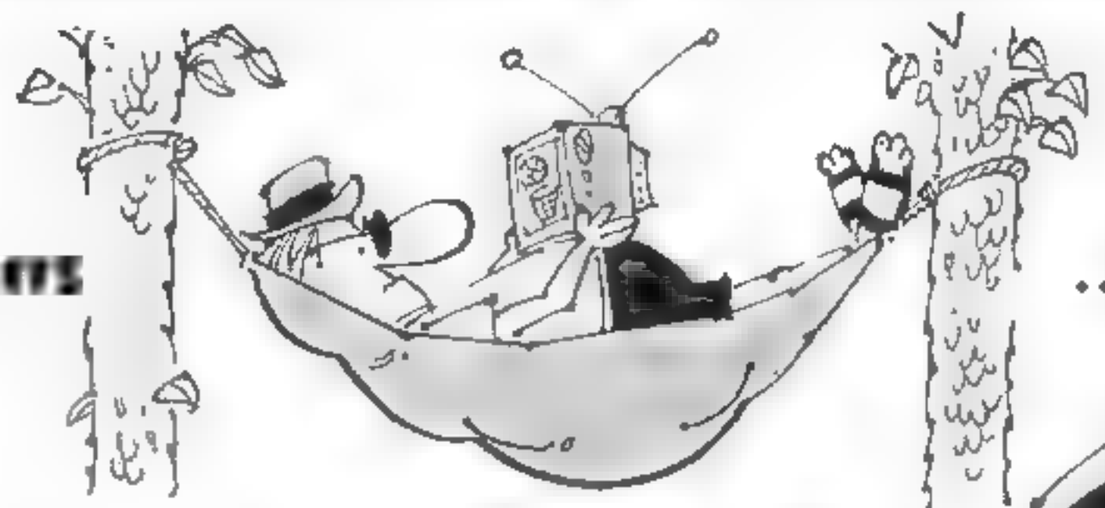
FOR FREE MEALS ENROUTE TO RESORTS YOU CAN'T AFFORD



SURFBOARD

...AND YOU RUN OUT OF DENTAL FLOSS TRYING

FOR NO REASON EXCEPT THAT THE OIL COMPANIES KNOW YOU'LL PAY MORE IN WARM



HAVE BEEN CUT FROM THE NBA PLAYOFFS

..AND TH

CONDITIONER ON THE FIRST DAY YOU REALLY NEED IT

UP THE STORM WINDOWS BECAUSE IT'S TIME AGAIN TO PUT UP THE SCREENS

TICKET PRICES REMAIN SKY-HIGH

...AND TV NETWORKS

Think again! (And while you're at it, throw another shrimp on the barbie!) MAD has some other signs in mind... *warning* signs! The signs that mean three months of torture! You know that

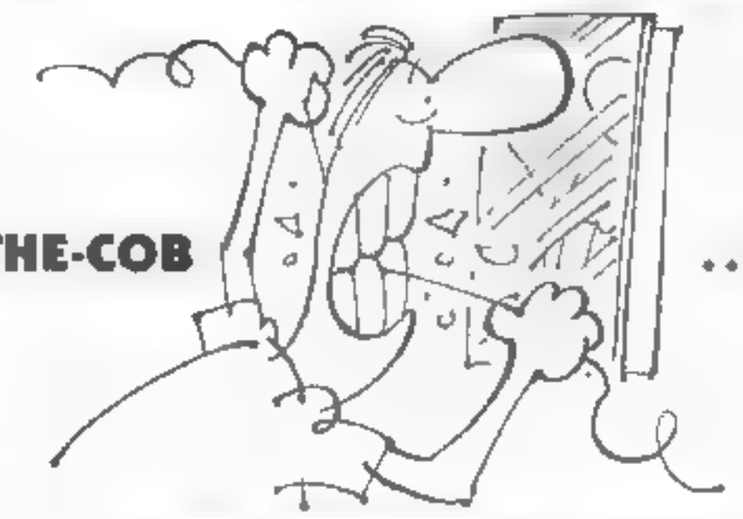
RRIVED WHEN...

ARTIST PAUL COKER WRITER TOM KOCH

ANTS

...AND DISTANT RELATIVES UNEXPECTEDLY DROP BY

...AND YOUR LOCAL YUPPIE REPLACES THE SKI RACK ON TOP OF HIS BMW WITH A



TO DISLODGE PIECES OF CORN-ON-THE-COB ...AND GAS PRICES GO UP

WEATHER. YES, SUMMER'S HERE...WHEN ALL BUT 8 TEAMS

E ELECTRIC CO. ASKS YOU TO HELP AVERT A POWER FAILURE BY TURNING OFF YOUR AIR

...AND YOUR FAMILY STOPS BUGGING YOU TO TAKE DOWN THE SCREENS AND PUT

...AND ROCK CONCERTS MOVE OUTSIDE TO BIG STADIUMS, BUT

BEGIN BRAGGING ABOUT THEIR NEW FALL LINEUP–DURING JUNKY RERUNS OF THE SHOWS

THEY RAVED ABOUT *LAST* YEAR.

IT'S DEFINITELY SUMMER...WHEN YOU STOP SETTING YOUR ALARM FOR SCHOOL, BUT THE IDIOT NEXT DOOR WAKES YOU EVEN EARLIER WITH HIS LAWN MOWER

...AND YOUR ONLY POSSIBLE CONTACT WITH AN AIR CONDITIONING REPAIRMAN IS HIS ANSWERING MACHINE

...AND DAD SAYS HE'LL SPEND HIS VACATION BECOMING YOUR PAL AS THE TWO OF YOU PAINT THE GARAGE TOGETHER

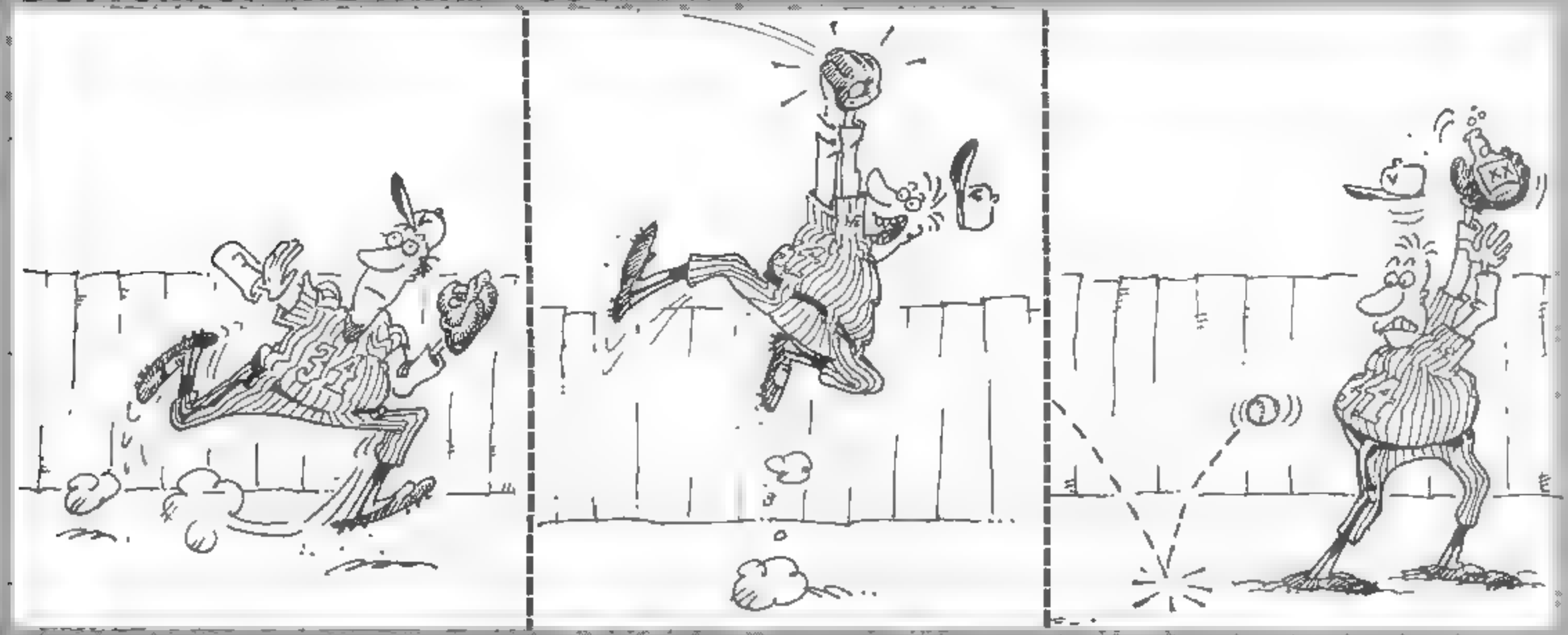
...AND PARK RANGERS REPORT THAT THE THREAT OF FLOODS HAS BEEN REPLACED BY THE THREAT OF BRUSH FIRES

...AND OVER-EAGER MERCHANTS RUIN YOUR VACATION BY STARTING THE FIRST BACK-TO-SCHOOL SALES.

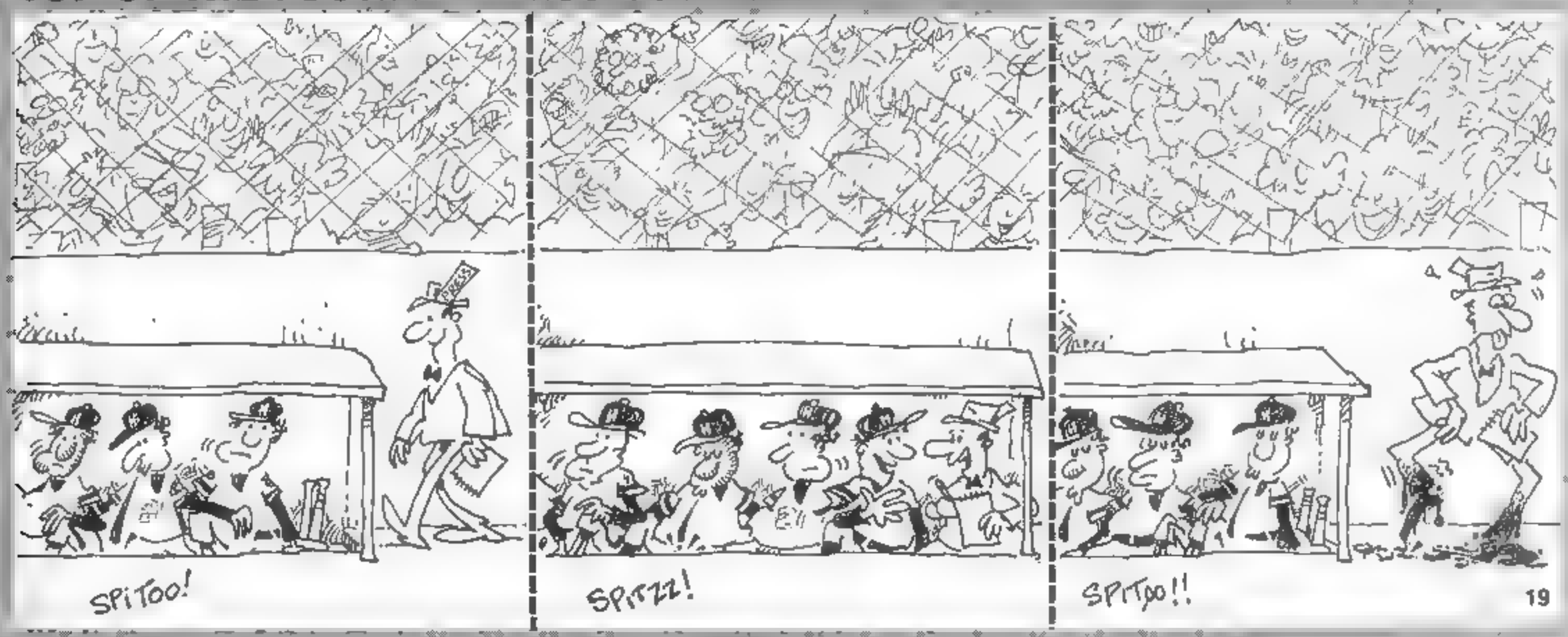
MAD BASEBALL

BOTTOM OF THE SECOND—STILL SCORELESS

BOTTOM OF THE THIRD—SCORE TIED 1-1...



TOP OF THE FOURTH—PRESS COVERAGE



ARTIST AND WRITER, SERGIO ARAGONES

Hi, y'all. I'm **Andy Talker.** I'm the **Sheriff** here in **Mudborey.** Nothin' much happens in these parts. Why, heck, the leading cause of death is **chronic yawning!**

I'm **Hellin.** Andy's sure right about **nothing** ever happening. We've been going steady for eight years and believe me, **nothing** has **happened,** exciting or otherwise!

Hi, I'm **Dopie,** Andy's son. I'm not your usual smart-assed, wise-cracking TV kid. I'm polite to adults, I obey my **Paw,** I don't lie or cheat and I always do my homework. I guess you could call me one of **television's first nerds!**

My name's **Blarney Flute.** I'm the Sheriff's **Deputy.** I don't like to **brag** much, but I've had the honor of being chosen Mudborey's Deputy of the Year **eight times** in a row!

ARTIST: SAM VIVIANO

WRITER: LOU SILVERSTONE

Hold it or I'll **blow you away!** Jest 'cause your Daddy's the Sheriff you can't commit **a major criminal act!**

But I'm just gettin' **my ball!**

In Mudborey, walkin' on the grass is as **major** a crime as we get!

Blarney, I don't care if you play with Dopie but **put the gun away!** Lordy, it's no toy! No wonder Andy won't give you **real bullets!** Here, try my peach cobbler.

Glummm-fffsss.

Howdy there, Blarney, watcha' **doin'?**

Reading these **suspects** their rights, but it's **tough** with a mouthful of **peach cobbler!**

I seen **Sgt. Friday** readin' a guy his rights on TV last **Tuesday**...or was it **Sgt. Tuesday** last **Friday?**

You're **under arrest** too, for **interferin'** with a **lawman** in the execution of his duty!

Gaw-leee, are you going to **execute** Dopie and Aunt Tea?

It's not fair! I hear tell in New York they have so many prisoners, that there **ain't enough jails** to **hold** them all!

Wow, I wonder who's in charge of decorating **over there.** Those cells must be a **real attraction!**

Blarney, maybe there's so many criminals in New York because they got **hundreds** and **hundreds** of lawyers! Criminals need someone to **defend** them so they can get out of jail and commit **more** crimes! That's why they stay where there's **lots** of **lawyers!**

You mean if we had some **lawyers** in Mudborey, we'd have **crooks** too?

That's **right!**

A BAD CASE OF — THE RE-RUNS DEPT.

THE ANDY GRINNING SHOW

That's because you're Mudborey's **only** deputy! Hi, I'm **Aunt Tea,** and I keep house for Andy and Dopie They're so nice and so sincere—why, I get **sick** just **thinking** about them!

Howdy, I'm **Gumper Piles.** I work in the fillin' station and sing baritone in the **ladies' choir!** I'll be leavin' soon to join the Marines **Gaw-lee,** that ain't gonna do much for their **macho image!**

SAM VIVIANO

Glad to see you **Sheriff!** Help me **cuff** these **hoodlums!**

What **hoodlums?** All I see are **Gumper, Aunt Tea and Dopie.**

They **broke the law!** I had no choice, I had to **bust 'em!**

But if you lock Aunt Tea up who'll **make my meals?** And if Gomper's in jail who's gonna **gas me up?** And if you arrest Dopie who'll **I go fishin' with?** Okay, **charges dismissed!**

Blarney, what **in tarnation** are you doing?

Sprucing up a bit! Maybe we don't get any **criminals** because our jail is too **depressing.** When word gets around about this new **decorating job,** crime should really pick up!

Hiya, Andy, I've got our **weapons** all ready!

Yeah, for **lawyers!** You said they'd attract us some **real** criminals

You plan on doin' some **huntin'?**

Same way a **lumberyard** attracts **dead flies.** There. I **finally** used one of my **homespun bits of nonsense!**

Well, I asked **Mr. Mason** to open a practice here in Mudborey. He's a **big city lawyer** from L.A.

Hello, Sheriff, I reckon we'll be **seeing plenty of each other.**

Gaw-lee! Sheriff, somebody jest **held up** the **fillin' station!**

Paw, Paw! Someone just **stole** my **bike!**

And I just **fell down** at church! I'm going to **sue them** for **negligence!**

Wow! A **crime wave!** And when the other lawyers I **invited** over here show up, our jail's gonna be **jam-packed, just like they are in New York!**

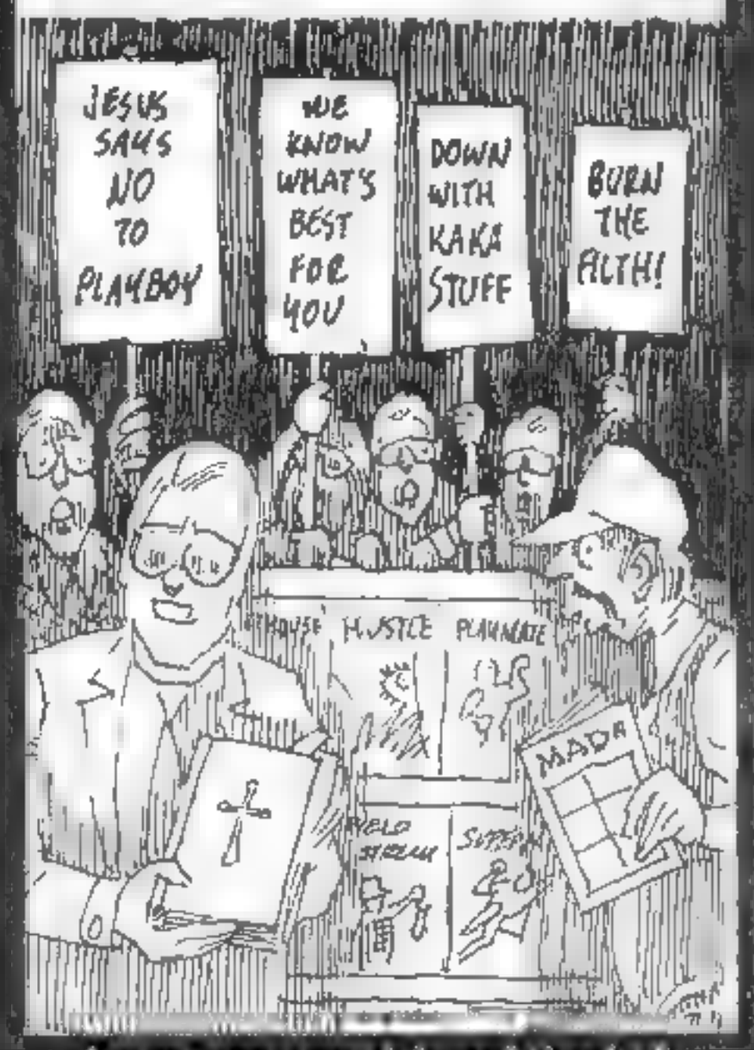
MISCONCEPTION #29

If you don't feed your pets the right nationally advertised pet food they'll stop eating and die.

MISCONCEPTION #701

The price of a loaf of bread in 1953 is a topic of great interest among most younger people today.

MISCONCEPTION #180



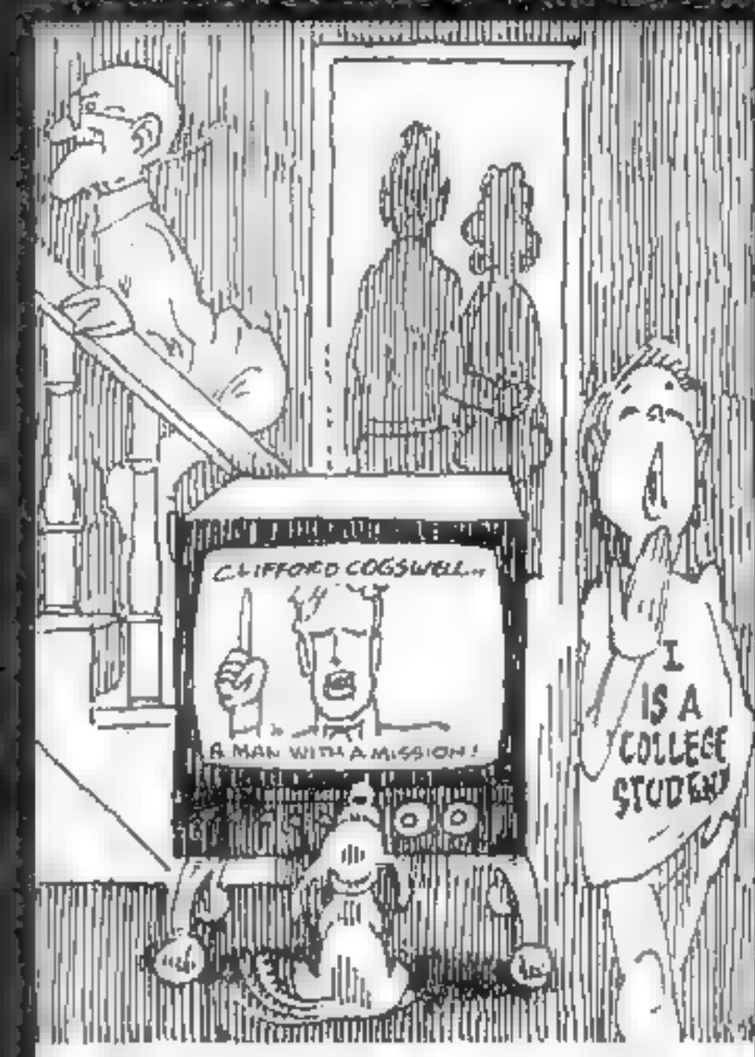
Americans are sick and tired of deciding for themselves what they should or should not read.

HAVING A TRUTH PULLED DEPT.

A MAD LOOK AT SOME WIDELY HELD

ARTIST: HARVEY KURTZMAN

MISCONCEPTION #82



The best way for a candidate to "win over" voters is to pre-empt their favorite television show with a half-hour political spiel.

MISCONCEPTION #425

People who wait in line and pay $5.00 for a theater seat would much rather listen to a neighbor's "running commentary" than watch the movie itself.

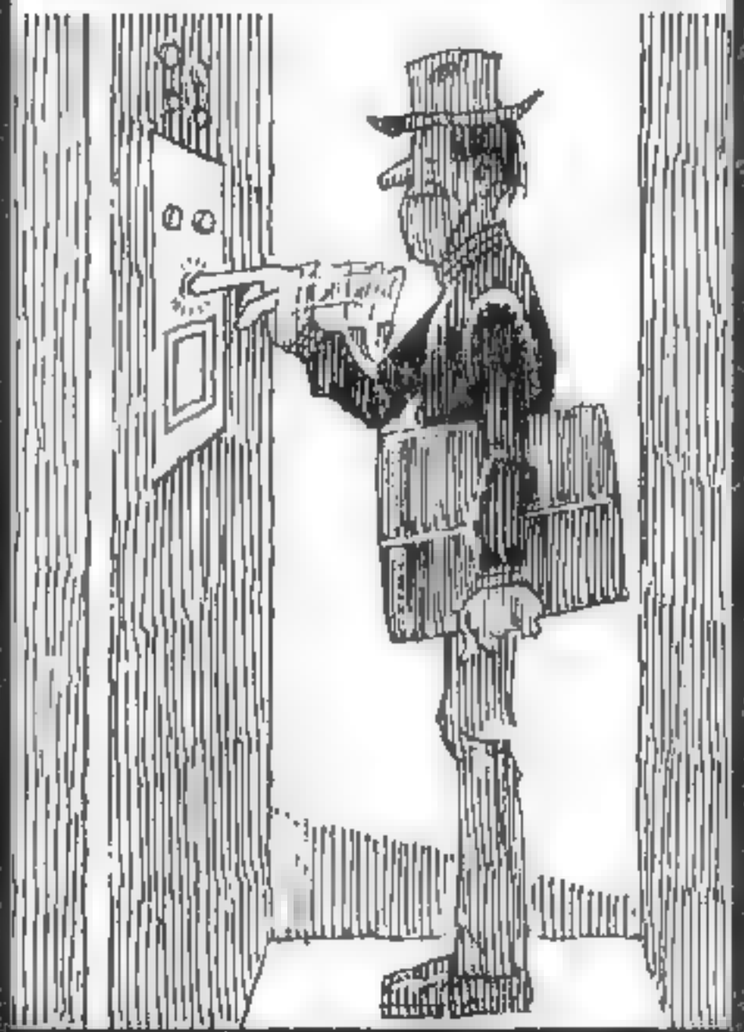
MISCONCEPTION #65

Students have plenty of time for extra homework—especially since their other four or five teachers don't believe in assigning any.

MISCONCEPTION #14

Attractive women can't resist obscene propositions from sweaty, overweight men in smelly T-shirts.

MISCONCEPTION #213



Elevators are intelligent beings and sense impatience when someone bangs their buttons repeatedly.

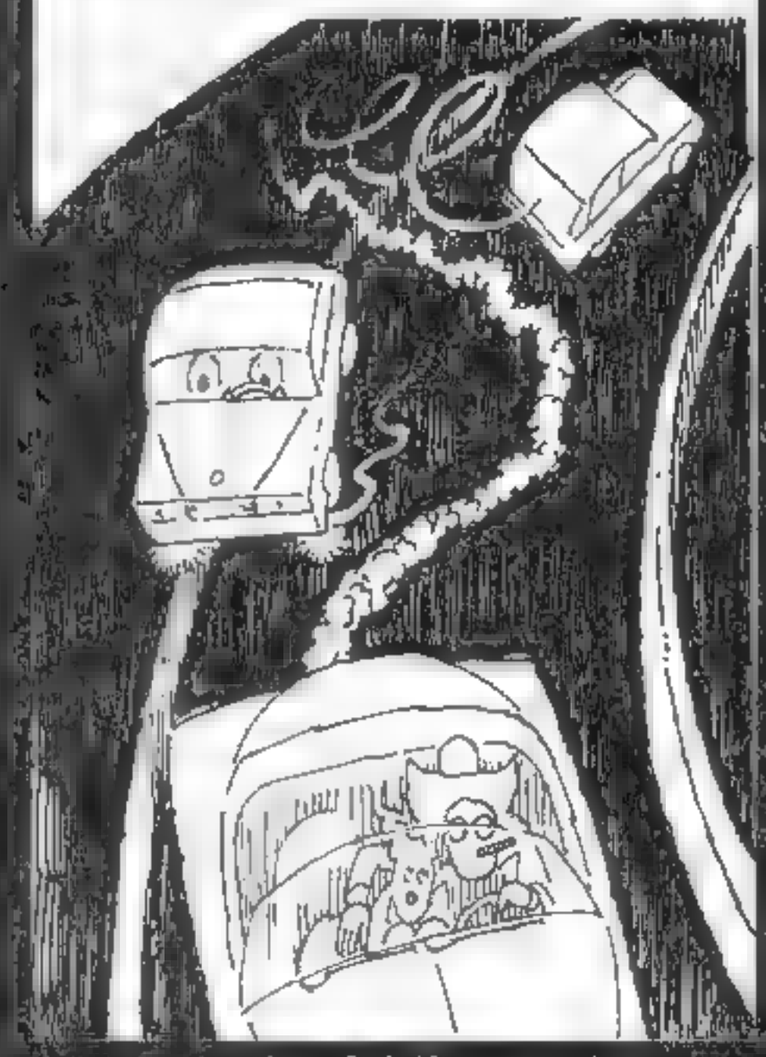
MISCONCEPTION #566

Nothing stimulates conversation like a mouthful of Novocain, dental instruments and fingers.

MISCONCEPTIONS

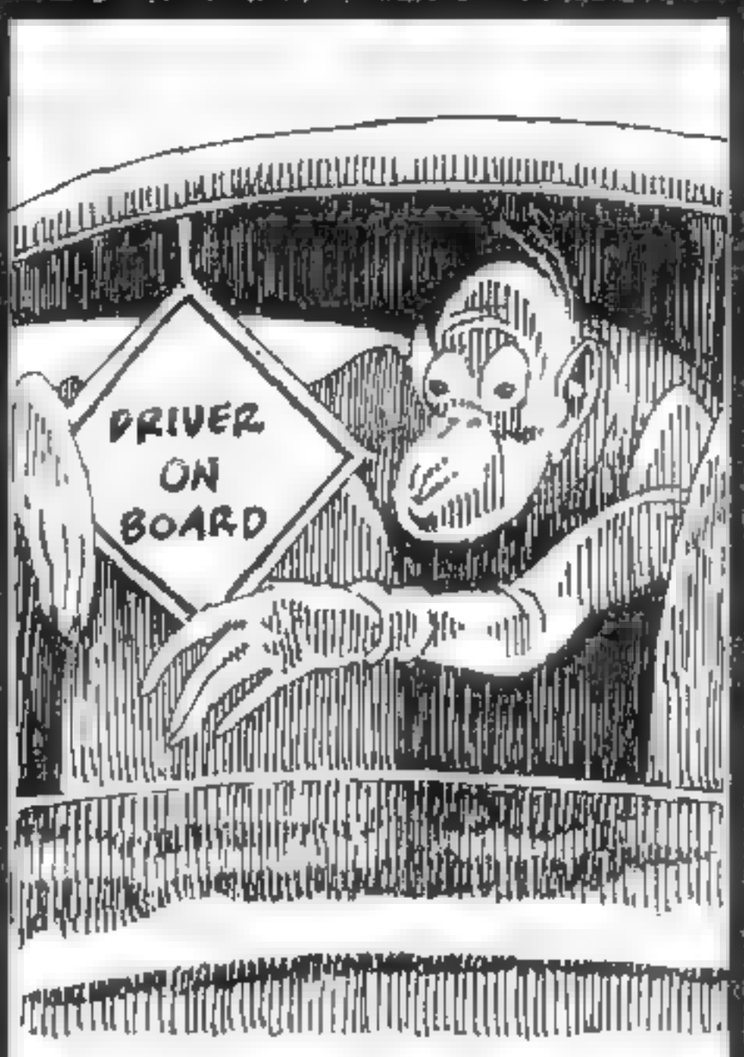
WRITER: MIKE SNIDER

MISCONCEPTION #31



Especially in high-speed traffic, using directional signals before making a lane change is unnecessary between experienced drivers.

MISCONCEPTION #7



There is nothing that shows your cleverness and wit better than a store-bought "gag sign" which five million people already own.

MISCONCEPTION #37

The proper greeting for a caller to a Customer Service line is 25 minutes of "The Hollywood Strings Play the Best of Barry Manilow."

What's the worst thing about going to a fast food joint? The long lines? Lousy food?

SIR PUFFY'S®

FAMILY RESTAURANTS Serving

COMMUNITY BULLETIN BOARD

PARANOIDS ANONYMOUS will hold its monthly meeting July 24th at 8 PM. All are invited, but since the members wish to maintain their anonymity, they refuse to reveal where the meeting will be held.

THE JASPER HIGH SCHOOL MOTHER'S CLUB is having its monthly mud-wrestling night with the Bunville Ladies Society on July 16th starting at 7:30 PM at Elk's Lodge #59. Bingo to follow.

COMMUNITY BOARD #5 presents an evening of skin rash identification. Refreshments. Victor Lipper Hall, July 9th, 9 PM. Free!!

LITTLE BROTHERS, INC. is a community service organization providing neighborhood bullies and other tough guys with defenseless children to push and order around. Volunteers are desperately needed. Call Mr. Rocco at KL 5-1763.

UNSKILLED MEDICAL VOLUNTEERS, 85 Butt Street, provides second-rate, inadequate and potentially dangerous health services to area residents who can't afford professonal help but make too much to be eligible for Medicare. Also available: Poorly managed day care center. For information phone 171-8898.

SPECIAL OFFER WHILE SUPPLIES LAST

The Toxic Dump Site Collector's Glasses Are Here! Nuclear Waste, Caustic Chemicals and More...

All pictured in Full Color on these festive 12-ounce tumblers! FREE with your purchase of a half-gallon size PuffBucket™ Shake. We're adding new dump sites every week.

COLLECT THEM ALL!

FUN FACTS ABOUT SIR PUFFY'S®

Every single one of Sir Puffy's® 912 restaurant managers has completed almost *two years* of high school!

If all the burgers served at Sir Puffy's® in one day were laid from end to end on a highway, it would take over *six hours* to wash, reheat and sell them to unwitting customers!

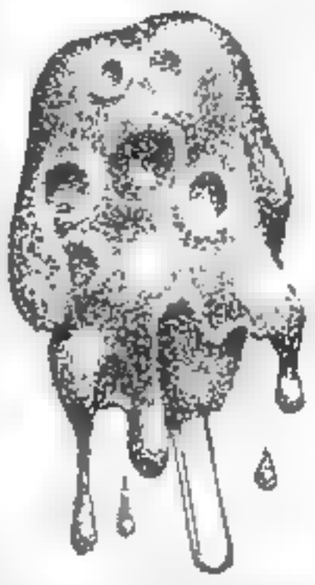
Sir Puffy's® cups, napkins, styrofoam containers and ketchup packets account for more than 18% of all the litter found in our country's national parks, forests and recreation areas!

A recent FDA report stated that there is only a *casual* connection between our PuffBoat Supreme™ fish fillet sandwiches and arteriosclerosis!

WORD GAME

See if you can find the 22 words or phrases that describe things found in Sir Puffy's® kitchen!

S	L	O	P	N	S	D	R	A	Z	A	H	E	R	I	F
U	N	W	A	L	I	Y	U	D	G	A	E	I	O	C	U
P	S	O	D	F	A	M	A	M	S	I	L	U	T	O	B
D	R	A	I	P	I	N	R	B	S	T	O	G	G	A	M
E	E	A	S	T	R	O	E	E	E	L	E	S	Y	P	Q
I	N	G	R	E	A	S	E	D	V	O	I	N	A	U	U
M	G	I	E	H	T	L	I	F	I	N	B	L	C	R	A
O	I	N	A	O	S	I	O	L	T	S	Z	P	O	H	T
L	E	C	S	M	U	M	V	I	A	J	E	A	R	P	A
D	R	A	E	G	O	E	Q	U	V	S	C	A	U	E	E
B	O	O	G	I	G	T	Z	W	R	H	O	S	S	P	M
I	F	T	L	A	J	D	P	D	E	L	T	Z	T	E	E
P	O	Z	B	W	O	X	I	S	S	R	C	L	I	K	S
A	R	R	G	C	K	R	B	C	E	K	T	M	A	G	R
R	A	V	O	O	T	I	E	J	R	I	O	Y	H	E	O
G	E	R	M	S	F	R	A	A	P	H	Y	E	C	C	H



HAVE YOU TRIED SIR PUFFY'S®

STUFF ON A STICK™

GOES GREAT WITH OUR

GOOP IN A CUP™!

NOW MADE WITH 100% PIG FAT!

ARTIST: BOB CLARKE

Good choices! But no, the absolute worst is the shoddy placemat that looks a bit like...

PLACEMAT™

Bunville, Cheesetown and surrounding areas

CREW PERSON OF THE MONTH

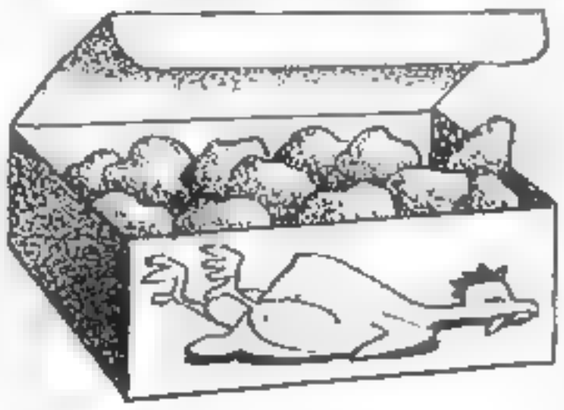
My name is Clarence Shivers. I have been working at Sir Puffy's® for six years. I enjoy earning minimum wage. This is the only job I've ever had. I'm not qualified to do anything else. I'll probably be working here the rest of my life. I wish I was dead. Have a nice day!

NEW! SIR PUFFY'S® MYSTERY BAG MEAL™

There's no telling what you'll get in one of these plain unmarked bags. That's what makes them fun! Will it be our Deluxe Super-Singed Burger™? A 24-ounce cup of flat, watery cola? Maybe it'll be the stuff our kitchen crew scraped off the grill last night! You won't know for sure until you try it—and even then you may not be certain!

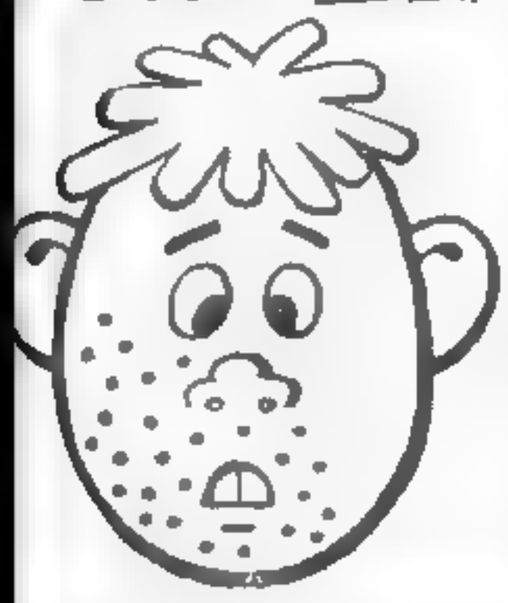
SIR PUFFY'S® MYSTERY BAG MEAL™!
It's perfect for people who love to eat but don't care what!

SAVE 20¢ ON YOUR NEXT PURCHASE OF
REGULAR, JUMBO, MAMMOTH OR NEW MINISCULE



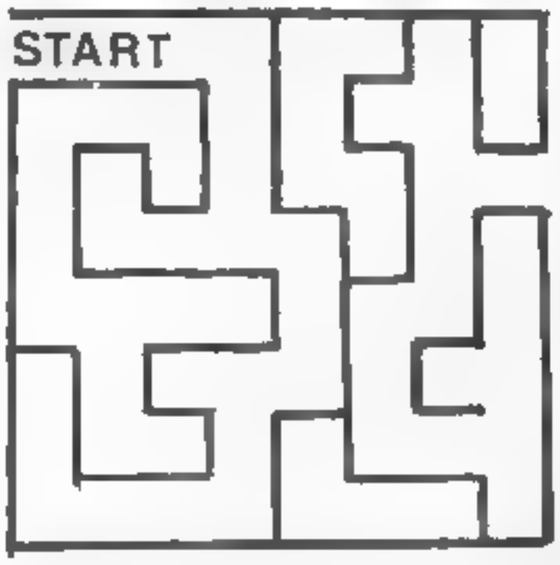
SIR PUFFY'S®
CHICKEN LUMPS™
available in three great flavors...
VANILLA, PORK and GRAPE
YOU WON'T BELIEVE IT'S CHICKEN!

CORNER

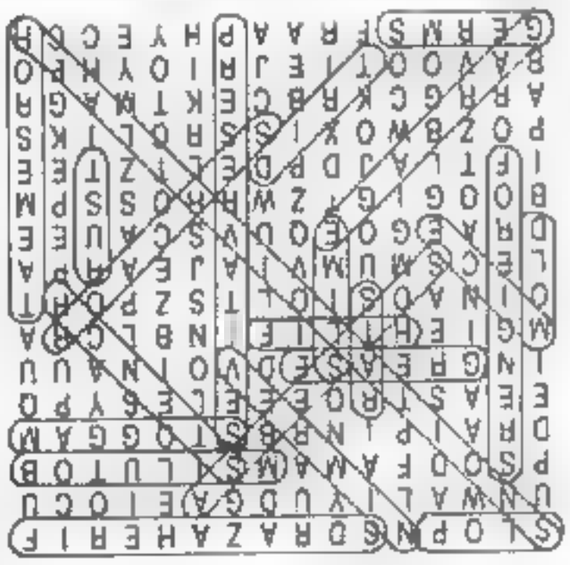


Billy has eaten a Sir Puffy's® 100% sugar caramel and marshmallow topped Apple Inside-Out Tart™ every day for the past two years. See if you can draw a line connecting all the pimples on his face without crossing the line or lifting your pencil from the page!

CAN YOU FIND YOUR WAY TO THE WORD GAME ANSWER?



ANSWER TO WORD GAME



FATHERS

Mr Sherman- I told you to bring my daughter home by **midnight!** It is now **two A.M.! What happened?**
Well, er, we kind of had a **flat**, and er, I didn't have a **spare**, and er, we had to walk a few miles until we found this **all-night garage**...
I believe you! That's why I'm inviting **all of you** in for a few moments and handing each of you a **piece of paper**...
What's that for, Mr Gresi?
I want **each** of you to **write down which tire went flat!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

SCHOOL SPIRIT

There they go **again!** Blowing **another lead!** This **basketball team** hasn't won a game **all year!**
Gee, I hope they're **good losers!**
Good? Hell, they're **absolutely perfect!**

EVALUATIONS

R SIDE OF...

ARTIST & WRITER
DAVE BERG

ENLIGHTENMENT

HOUSEKEEPING

What a lovely apartment! For a bachelor, it sure is neat and clean!
A woman comes in twice a week and does it all!
Good help is so hard to find nowadays! I'd like to call her to work for me, too!
Sorry, she's not available!
It's my mother!

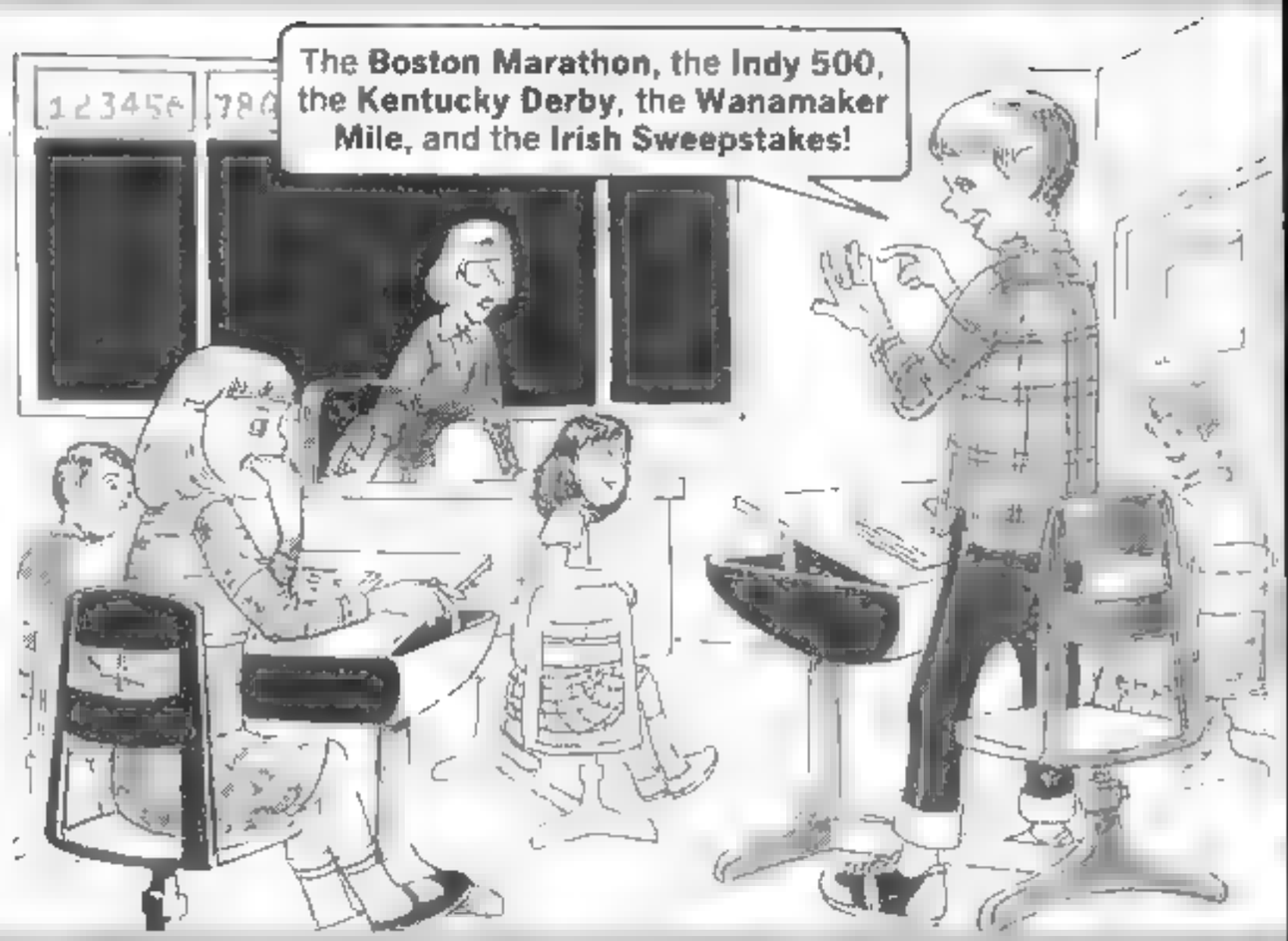
SOLUTIONS

HIGHER EDUCATIO

COMMUNICATION

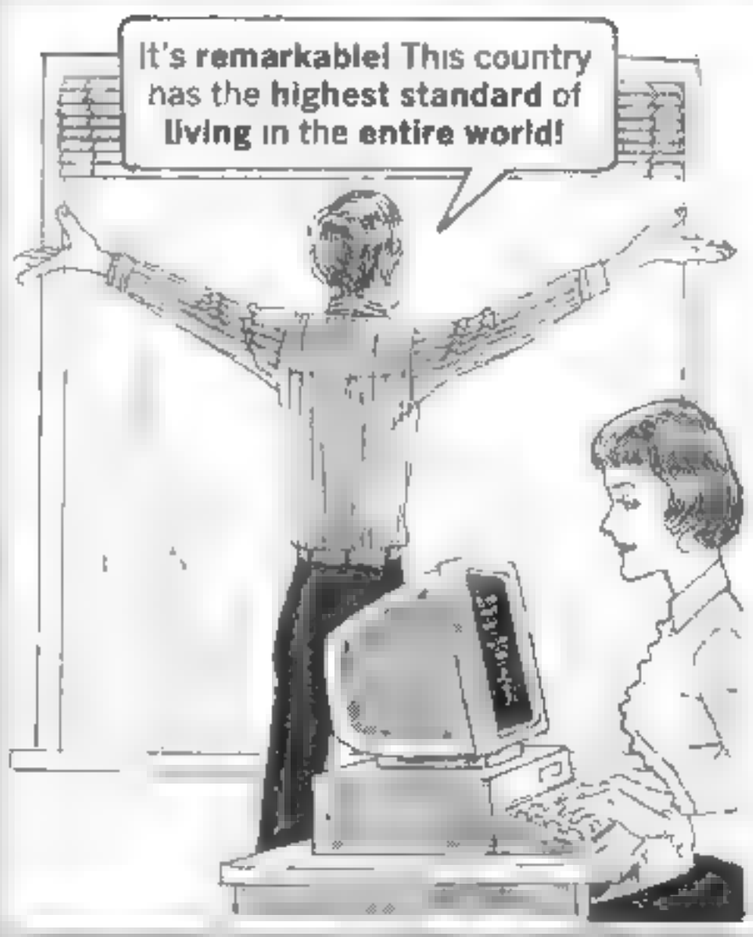
There's Marie Mudd! I can't figure that girl out at all!
Why is she so hard to categorize?
She doesn't wear any labels on her clothes!
adidas
NIKE

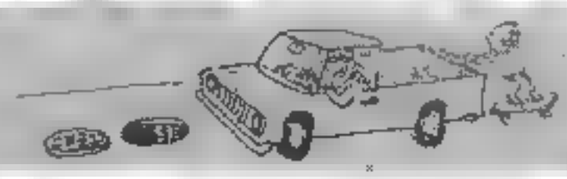
KNOWLEDGE



N

CHAUVINISM



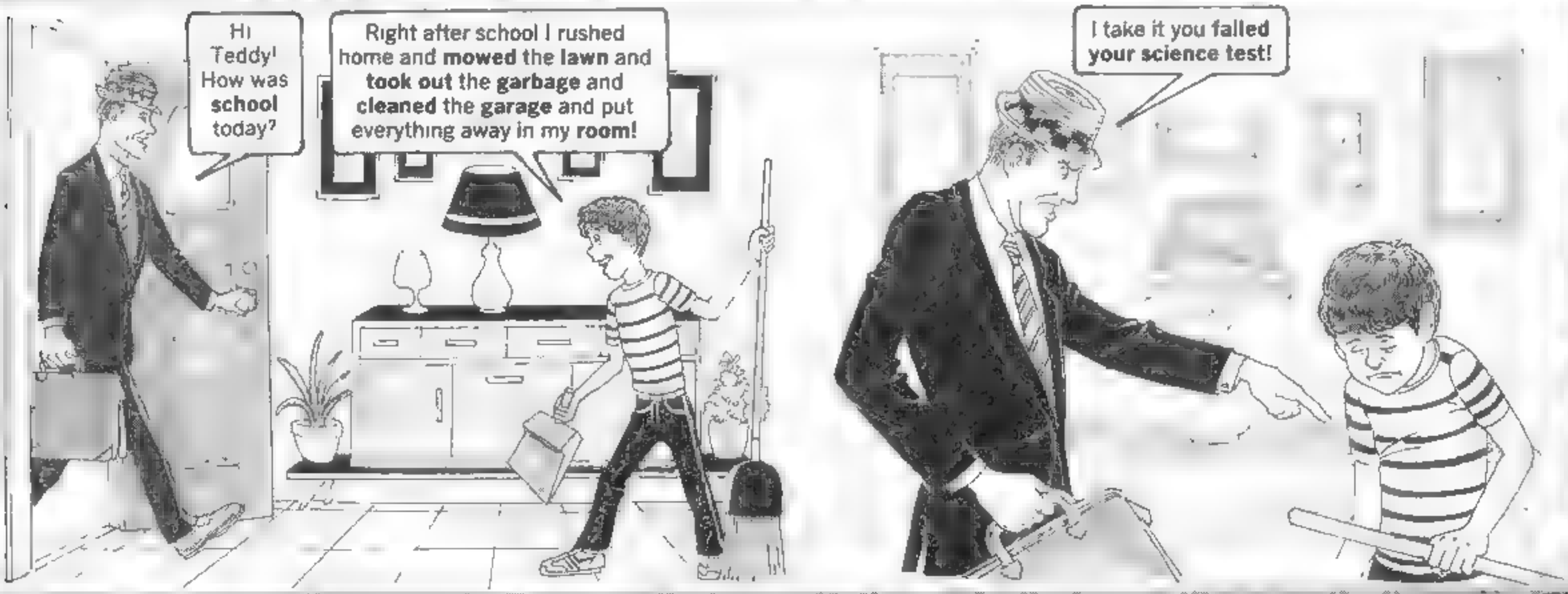


RELATIVITY

EQUIPMENT

You're **unbelievable!** You own **every tennis gizmo** on the **market!**
Probably! As an **Eagle Scout** I learned it's wise to **"Be Prepared!"**
Well, I hope you have an **umbrella** in that bag! It's starting to **rain!**
Of course I have an **umbrella!**
I wouldn't want any of my **tennis equipment** to get **wet!**

CHORES


Hi Teddy! How was **school** today?
Right after school I rushed home and **mowed** the **lawn** and **took out** the **garbage** and **cleaned** the **garage** and put everything away in my **room!**
I take it you **failed your science test!**

DOCTORS

I have a brand **new diet** for you! It allows you to **eat everything you like!**
That's **marvelous,** Doctor!
Here's the **list** of **things** you **like, understand?**
David Berg

MAD BASEBALL TOP OF THE FIFTH—LOADED BASES...

RAIN DELAY

ARTIST AND WRITER· SERGIO ARAGONES

OUR PREACHER PRESENTATION DEPT.

TV is filled with religious shows. Everything from Cable TV Evangelists to "Highway to Heaven." But none are generating the heat of a new prime time show about an irascible Church Deacon! The Producers of this show have contributed to "Mary Tyler Moore" and "Taxi," but this turkey is big, brash and boisterous and we think someone should be making...

Ame

...and then she said **he** said **Deacon Fright** was a **crook!**

Of course! I'm **spreading God's Gossip!**

Cassette, do you think it's **Christian** for us to always be **talking badly** about **everyone?**

Dear, it's **God's Gospel** we're supposed to be **spreading!**

Reverend Groggy, you may not **believe** this, but in my own way, **I'm** as **religious** as **you** are! I believe in the **Afterlife!**

You **bet!** Who would have believed there'd be an afterlife for the **sassy dry-cleaner character I played** on **"The Jeffersons"! I believe,** Rev, **I believe!**

You **do?!?**

But Deacon Fright, your **bizarre antics** have got to **stop!** It's affecting the **membership!** The congregation is turning to **atheism!**

That s **great!** More **souls** for **you** to **convert back!**

WARNING OCCUPANCY BY MORE THAN 3000 LBS. IN THIS PANEL IS DANGEROUS AND UNLAWFUL

I'm not **familiar** with **The First Community Church of One-Liners.** What **exactly** does Deacon Fright **do?**

He **manages** the church's **financial future!**

Let us **pray!**

tores

SHERMAN ON THE MOUNT

JEFFERSON CLEANERS

nds

Rollo, you little **devil!** What do you mean, **kissing you** will get **me** into **heaven!**

Why you're just a **dirty old man!**

Well, let me put it this way Kissing **you** will put **me** in **heaven** and when I **get there** I'll put in a **good word** for **you!**

Wrong! I'm a **religious dirty old man!**

Oprah, I can't believe they **protested** our movie, **"The Color Pimple,"** for being a **negative racial stereotype,** but they let **this** stay on the air!

Whoopie, compared to his **Sharmin Helmsley**...and now **Deacon Fright we're** more like **Allstair Cooke!**

Deacon, in recent weeks you have **gotten drunk** and **stolen** from the **collection plate.** You have **sinned!**

That's why I'm here to see **you!**

You came for **repentance?**

No, I came to ask you how **much more** sin I can get away with and **still** get into **heaven!**

L.A. LAWD

ARTIST: ANGELO TORRES WRITER ARNIE KOGEN

Okay, I'm **mischievous!** But I am **needed** here! I can perform **miracles** that **you** can't!!

I can't turn **water** into **wine,** but I can turn **straight lines** into **laughs!**

What are you **talking** about?

That's not **you!** That's the **"miracle"** of **laugh tracks!**

ZAP

LAW SUIT

LEGAL EAGLE

MY CARD

I'm ready for our **Board Meeting!** What's on the **agenda?**

The **usual!** We're here to do the **Lord's work!** And that includes **ALL** of us, Deacon! Sometimes **you** try to **duck responsibility!**

Me? **Never!** It's just that coming from the **business community** like I do, I can't **do** the Lord's work without a **purchase order!**

Once again, our church is in **dire financial trouble!** We need **ideas** to bring **money** into the Parish!

I **got** it! Let's put on a **fund raiser** that features a **belly dancer!**

Deacon, I don't think a **naked girl** covered with **veils** is in the **religious spirit!**

How about a **babe** covered with **angel wings** and **harps?**

I'D RATHER NOT BE IN PHILADELPHIA

Fellow Board Members, a **riddle!** What does the **sex life** of the two **Hitabrick sisters** have in common with an **atheist?**

Deacon, this is really **not the place!**

They both **haven't got a prayer! AHA! HA! HA!**

Lawdy! Lawdy! The man is **certifiable!**

What a **church!** The **insults** are coming faster than the **Hallelujahs!**

Rollo, you've been in this church **forever.** What do **you** think of Deacon Fright?

I'll **level** with you! I've seen **Demons** easier to **deal with!**

Brethren, please! Let's move on! Let us not forget the **poor!** Let us not forget the **needy!** Most of all, let us not forget our old friend...the **subplot!**

Speaking of the **subplot and** the **needy,** I better get home to my **pathetic daughter,** Thalia!

Thalia, are you watching an old **"I Love Lucy"** rerun again?! I **told** you not to watch that **"brainy" intellectual stuff!**

Brainy? Lucy's got her **toe** stuck in a **bathtub drain!**

Compared to what goes on around **here, that's brainy!**

Thalia, darlin' how come you're so **depressed?**

I'm mourning the loss of **yet another boyfriend!**

Who was it **this** time?

The **Philadelphia Phillies'** starting lineup!

The **Phillies** were dating **YOU?!?**

Yeah, they figured as long as they were on a **losing streak,** I'd **blend right in!**

CHARTER

PHILADELPHIA Phillies

It would be **great** if you could get **married** and get **out of** the **house!**

But daddy, I'm **plain**, I'm a **so-so cook**, I can only hold a job for a **week** and I'm fairly **boring!**

Atta-girl, just keep **pushing** those **good points!**

Face it, daddy, what do I have to **offer a man?**

A strong feeling of **superi-ority!**

Besides, there are no **eligible guys** around!

What about that **young dude** that dropped by our house last week?

Daddy, he was an **escaped convict!**

He was a **SINGLE** escaped convict!

But daddy, he **robbed** us! He took our **TV, stereo,** and some **money!**

Okay, so he's **poor!** But at least he's **trying to better himself!**

You still all **cow-eyed** and **moony** over **Reverend Groggy?**

Yes, I've had a **crush** on him since the **pilot episode!**

I don't **approve!** He's **not** our **type!**

You think he's got a **"holier-than-thou"** attitude?

I don't mind **that!** I don't like his **"funnier-than-thou"** attitude!

Thalia, **I got it!** I think I can get you a **husband** and **raise money** for the Church at the **same time!**

CHURCH BAZAAR

She's **strong-boned** and has a **cute personality!** How much is the **bid?**

Daddy, this **isn't right! Auctioning** your daughter at a **church bazaar!**

Hush, child! It's for a **good cause!** Besides, we just got a **bid** of **ten thousand dollars!**

But **that** guy's the **escaped convict** who ransacked our house!

Who cares! He's got **ten grand!** I **told** you he was going to **better himself** in the world!

FOR SALE

That's the **last straw,** Deacon! We have voted to **dismiss** you from the **Church Board!**

Hey, I was **only** doing my **job!** If you wanted **subtle, "quiet" comedy,** you should have hired **Bill Cosby** as Deacon!

I'm **not ashamed!** Everything I've done here has been by the **"Good Book"!**

You have **disgraced** the **Holy Bible!**

Not **that** good book! **THIS Good Book!**

A.C. NEILSEN RATINGS

Brothers and Sisters, let us **review** what we have **accomplished** this week! We have not **raised money** for the Church! We have not **gotten Thalia married!** We have not **portrayed** a single member of our race in a **favorable light!** However, we have **destroyed** the **ear drums** of viewers across the country thanks to our **constant screaming** and an **incessant laugh track** now being broadcast in **stereo!**

Yet, Brothers and Sisters, we must **count** our **blessings!** For we have been blessed with **Divine Intervention!**

From the **Lord?**

No, from the **NBC Programming Department!**

He's **right,** Brothers and Sisters! They have put us on at 9:30 on Saturday nights! **Right after "Golden Girls"!** In that time period, even a **TEST PATTERN** would be a **smash hit series!**

Throw up your hands and shout **"Hallelujah!!"**

Deacon! I **dismissed** you **four panels** ago!

I'm on my way, Rev! But let me **leave you** with these words **"Lead me not into temptation! I can find it myself!"**

Question: Can you name one thing in this whole dumb world that some schmegeggie won't collect? Take your time. La, la, la, la... Time's up! The answer is: There isn't anything! Really! Why should we lie to you? We're not your parents! Now, for many collectors there's a publication all about their specific field of interest. But not for all—and that's where this filler article comes in. You could do worse than spending the next couple of minutes carefully reading...

THE COLLECTOR'S NEWSLETTER

FOR COLLECTORS WHO DON'T HAVE THEIR OWN NEWSLETTER

FIRST PHOTOS OF THIS YEAR'S CONVENTION!!!

The highlight of the convention was the "Pick-Nic" held on a city garbage scow. "Lots of swell stuff" was discovered. The event will become a permanent feature of future conventions.

Ike Freemush proudly shows his famous "Bakery Number Ticket Collection" to some young admirers who specialize in "Closed, Sorry We Missed You" store window signs.

CHEWING GUM CARDS OF SURFING MOVIE BIT PLAYERS
DON'T MISS MY FAB COLLECTION OF AUTO TIRE SKID MARKS FROM 40's GANGSTER MOVIES
HOLLYWOOD Helen
DENTAL IMPRESSIONS OF FLIRTATIOUS STARS 50¢ EACH
DRESS SHIELDS OF B-MOVIE STARLETTES $15.00 EACH
MOVIE MOGULS' CIGAR BUTTS

Famous Movie Memorabilia dealer "Hollywood" Helen Bonner with only a small part of her movie collection. Her model of Moe Howard's overbite was the #1 hit of the convention.

ARTIST: GEORGE WOODBRIDGE WRITER: STAN HART

EDITOR EDDIE ELGAR'S CORNER

Hey, fellow collectors, was that some convention or was that some convention! Notes From All Over Dept.: Did you hear about Phil Kravitz? He added some great oldies to his famous "Bus Transfers" collection.

Leave it to Hal Beals to come up with a winner. Hal, the dean of toilet paper roll inner tube collectors, spotted an early Charmin with the name spelled, "Charmen." It's worth plenty, says Hal. Just how much, he won't say.

Talking about "That Room" collectibles, Ben Wilson recently completed his set of "Toilet Seat Paper Bands from Holiday Inns throughout New England" with this prized one from the Concord, Mass. hostelry. Ben next plans to start on a set from Ramada Inns in late September.

Quiz: Who's got the most complete set of "Safeway Manager of the Week" posters in Southern California? If you guessed Lenny Haller, take a bow.

If you spot any old druggist prescriptions, send them to Dolph Costa. He collects 'em. Got 57,789 at last count.

Three cheers for Millie Seaman for stick-to-it-iveness. It took her twelve years but she finally completed her collection of "Paper Shower Slippers From Famous Spas and Health Clubs in the Midwest." Congrats Millie.

Harry Gault claims he has the largest collection of photos of "Skid Marks Made By Non-Radial Tires" in the world. Wouldn't be surprised, although Harry might want to check with Randy Wiggins who could give him a run for his money.

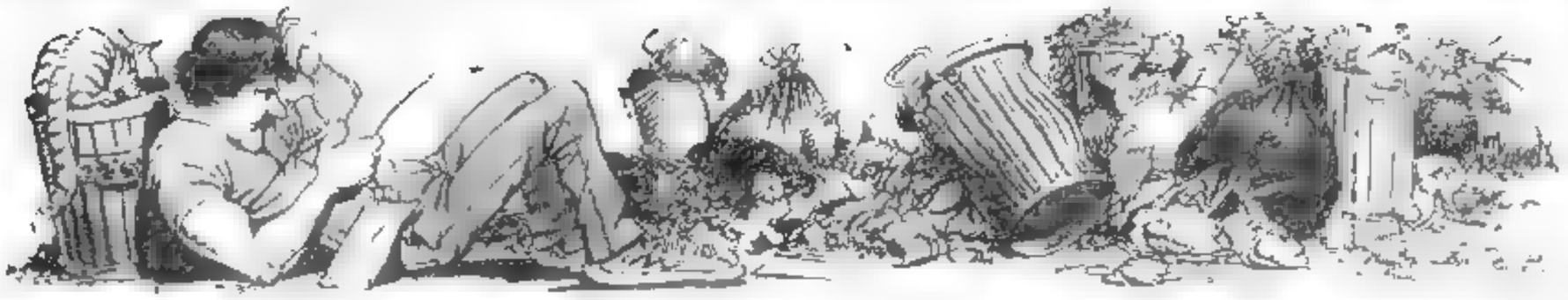
Want to see a beautiful set of postage cancellations from almost all of the towns in Iowa? A visit to Jeff Guano will do the trick.

Robby Crum's adding to his vast collection of "Bowling Score Sheets in Moline, Ill. Since 1967." He uses his home computer to cross reference, especially the Ladies League of International Harvester.

Talk about sentimentality: Ned Lewis and his lovely wife Adele have been saving old desk calendar appointment pages for thirty three years. But only the Thursday pages. Seems they met on that day in 1951.

Well, that about wraps it up for now. Until we meet again, this is Ed Elgar, your editor saying, "Keep Calm, Keep Cool and above all - Keep Collecting!"

ASK ANGIE



Dear Angie: The other day my mother threw out my cherished collection of Topps Baseball Cards. I had every card in every year since 1952. What should I do? Xavier B.

Dear Xavier B. Kill your mother.

Dear Angie: Listen. My son Richie is a collector—if you get what I mean. Well, about a year ago, I went into his room and he wasn't there, so I didn't do nothing. But after a few months, when he didn't show up, his mother noticed he wasn't there, if you get what I mean. What I want to know, could Richie have run away from home or might he be lying under all the filthy junk his room is swimming in and be sick and need me? I mean, should I take another look inside the room or not? Huh? Aldo De6

Hey Aldo! Stay out of Richie's room, whadda ya say? I mean he's a collector and needs his privacy. And if he's in there, he don't want you sticking your nose where it don't belong. If he's hurt, that's his tough curlies. Nobody likes a doting parent, Aldo.

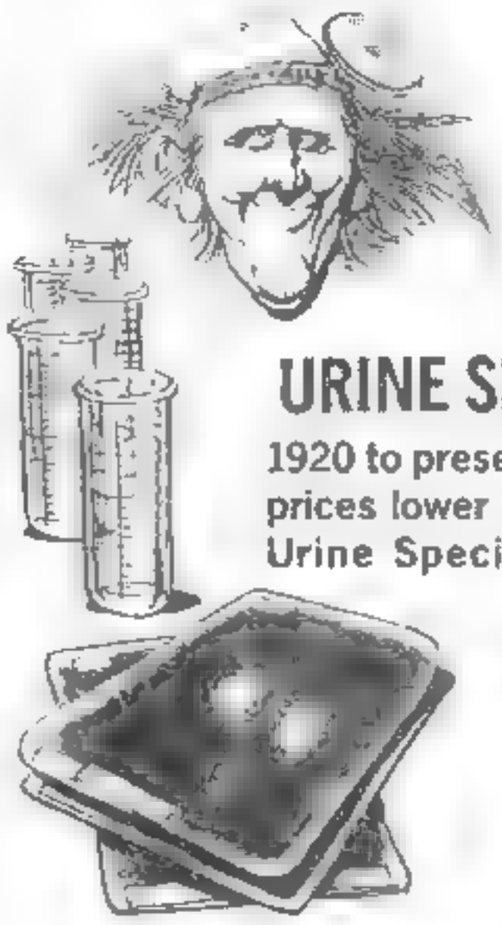
Dear Angie, I am desperate. My husband throws away every penny he earns on old Popsicle sticks and bags, cigarette wrappers and crushed pre-1955 autos. Our kids are starving and I'm about to enter a life of prostitution to support us. Is there anything I can do to make him see the foolishness of his ways? Doris L.

Dear Doris L. First, don't put the rap on collecting, okay? Second, what do you look like and where you going to be, say next Thursday at about 10 P.M.? And finally, yeah, there's an organization that can help your husband. It's called Collect-a-non. It has helped a lot of guys like your husband break the compulsive collecting habit and set them on the path to normalcy. They wind up as pretty dull guys, but they stop collecting. If that's what you'd rather have, who am I to say you're wrong? It takes all kinds.

NOTE. If you have a problem and would like some help, just Ask Angie c/o The Collectors Newsletter.

COLLECTOR'S MART

"If you don't find it here, you don't really want it."



Doctor Danny Gerald Sez:

"I got just what the collector doctor ordered!"

URINE SPECIMEN BOTTLES!

1920 to present... $9.75 and up. Many at prices lower than those listed in Official Urine Specimen Bottle Price Guide!

BREAST X-RAYS!

Ages: 18 - 29.....$35
30 - 39.....$25
40 - 49.....$20
Over 50: Make me an offer

GALL STONES! KIDNEY STONES!

Each perfect. Each in its own jar. Each labeled. Maybe it's someone you know!
Gall/Kidney Stones..... $7.50 ea.
Grab-bag of stones..... $65.75
(Approx: 25 stones, assorted sizes)

ELECTRO-CARDIOGRAPH READOUTS

Normal heart beat.....$2.50
Arythmic heart beat . $4.50
Cardiac arrest beat ... $7.75

Call "Doctor" Danny today with your wants. My service will get your message to me.

THE COLLECTOR'S OUTLET

Our Motto: "We Never Sell Crap"

Complete Collection Of Dry Cleaning Instruction Tags

Wool: cotton; silk; rayon; wool/polyester; cotton/poly; silk/poly; Jackets! Dresses! Slacks! All tags guaranteed to be original - no reproductions. $1.50 and up. A steal!

Photos Of H & R Block Accountants

Some autographed, some B/W, most color. All suitable for framing. Mint condition. $75 per set.

Shoemaker's Tickets From All Over

Full heels/full soles/ ½ heels/ ½ soles/ taps/ tips/ dying etc. Special starter set offer!! 1 of each kind (13 in all) $7.50. Makes great Christmas, Birthday or Graduation gift.

Take-out Menus From Chinese Restaurants

All from Tacoma, Washington. Mostly dinner menus, some luncheon, some Businessman's Specials. Cantonese, Szechuan, Mandarin. Some printed, most Xeroxed. Send for price list.

Return Date Cards From Jackets Of Library Books

From NY Public Library, Boston, Phila, Detroit and many more. Which city's return date card are you looking for? Send list of "wants". If we don't have it, we can arrange to get it for you.

SPECIAL Complete blocks of Publishers Clearing House Stamps from 1975 to Present. $9.75 per set.

SOL THE SPORTSMAN

EVERYTHING FOR THE SPORTS COLLECTOR AND MORE, BELIEVE ME, INCORPORATED

WOW! WOW! WOW!

Look what Sol has for you! Resin Bags signed by Groundskeepers in all the Major League Ball Parks. How much? Make me an offer I can't refuse. (Anything under $25, I can refuse).

LOOK! LOOK! LOOK!

These have nothing to do with Sports, but they're collector's items anyway. How would you like a complete set of Mid East Cease Fire Agreements? I got 'em. 1,568 in all. Copies in Arabic and Hebrew, some with Henry Kissinger's signature–whoever he is

HEY! HEY! HEY!

Autographed Photos of Pro Wrestling Managers and Referees. Freddie Blassie, Capt. Lou Albano and all your favorite Managers are here. Johnny "Red Shoes" Dugan leads the list of name Referees. Complete set of Managers: $45. Referees: $35

AM I KIDDING? NO SIREE!!!

Wait till you hear what Sol's got for you. Unedited tapes of interviews with your favorite Roller Derby Stars. See and hear the tough guys challenging each other. Each tape runs two hours ($35) or order The Best of Roller Derby Interviews ($45).

LEGENDARY PIZ

Pythagoras Slices a Circle into Pi...

Ponce De Leon searching for the Pizza of Youth...

William Tell splits a Pizza...

King Arthur and the Knights of the Round Pizza...

ZA EVENTS through history

Sir Isaac Newton ponders the Twelfth Centrifugal Pizza Law...

ARTIST AND WRITER PAUL PIZZA PORGES

Excalibur and the Stale Pizza...

Custer's First Stand...

DICK DePT.

FEATU
ADV

This article can be read by the poor...by the rich! It can be read on a train...in a limo! Yes, you can even read this article aboard the Concorde! It's about copywriters who make the most mundane thing seem like an earth shattering experience! Just like this intro!! Here is

Now There's A Portable Ignition System Small Enough To Be Carried In Your Pocket Or Purse!

THE DIAMOND COMPANY'S... BOOK OF MATCHES*

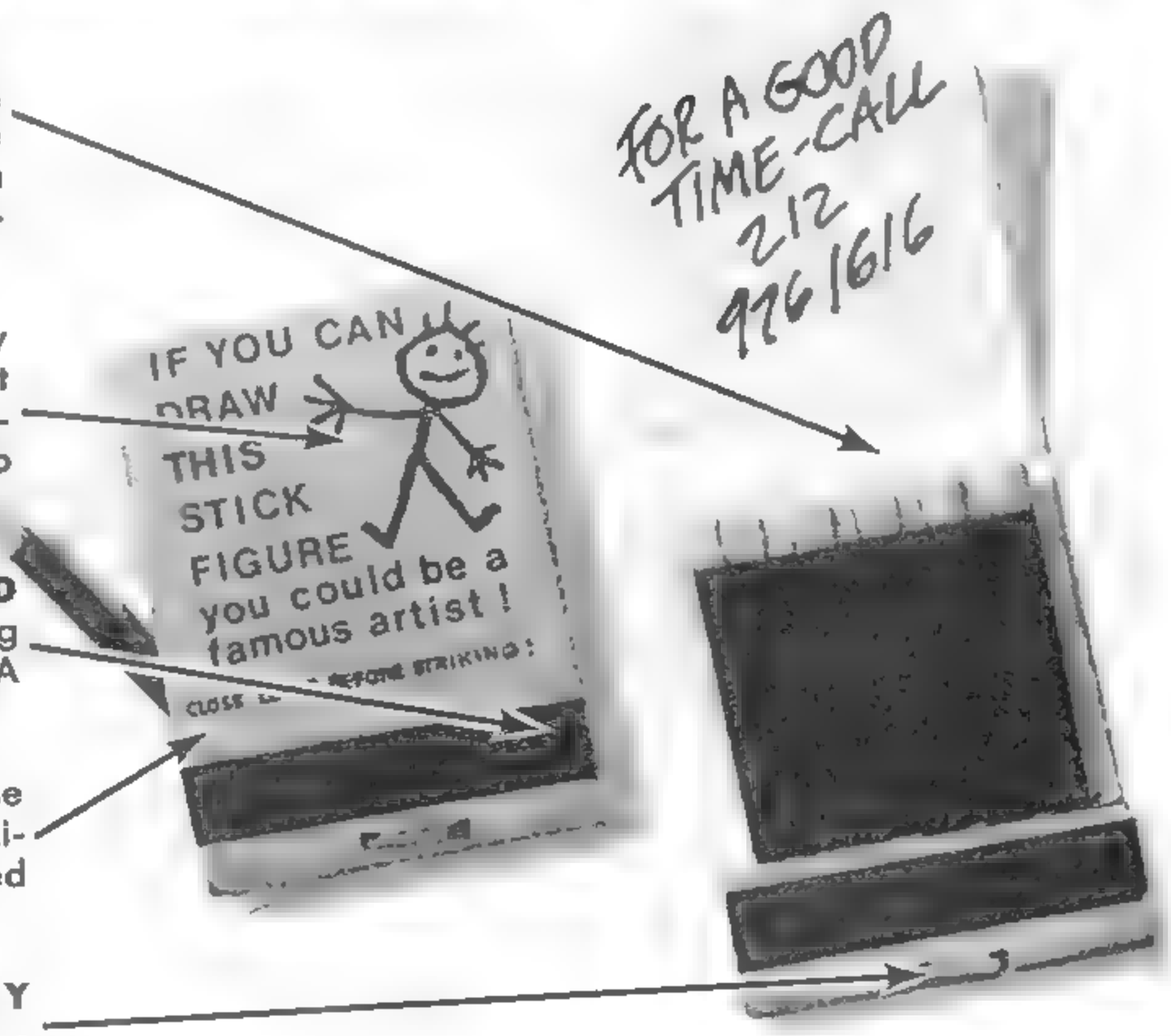
CHEMICALLY FORMULATED TIP makes ignition take place precisely at the moment YOU want with a flick against the new quick-lite strip!

HEAVY DUTY PAPER very much like that used to print stock, bond and gold certificates binds each match into the handsome carrier!

BUILT-IN IGNITION PAD creates combustion, using the same technique NASA utilizes to launch rockets!

WARNING SIGN like those posted at prestigious military installations, is included for additional safety!

RUGGED ASSEMBLY comes with a tough metal—not a cheap plastic—staple to hold the entire system together!



NO FUEL! NO WIRES! NO BATTERIES!
COMPLETELY PORTABLE & SELF-CONTAINED!

Use It To Warm 200-Year-Old Cognac! To Light Up That $100 Cigar! Even To Light A Fire To Cook Life-Saving Meals On!

AVAILABLE WHEREVER CIGARETTES ARE SOLD

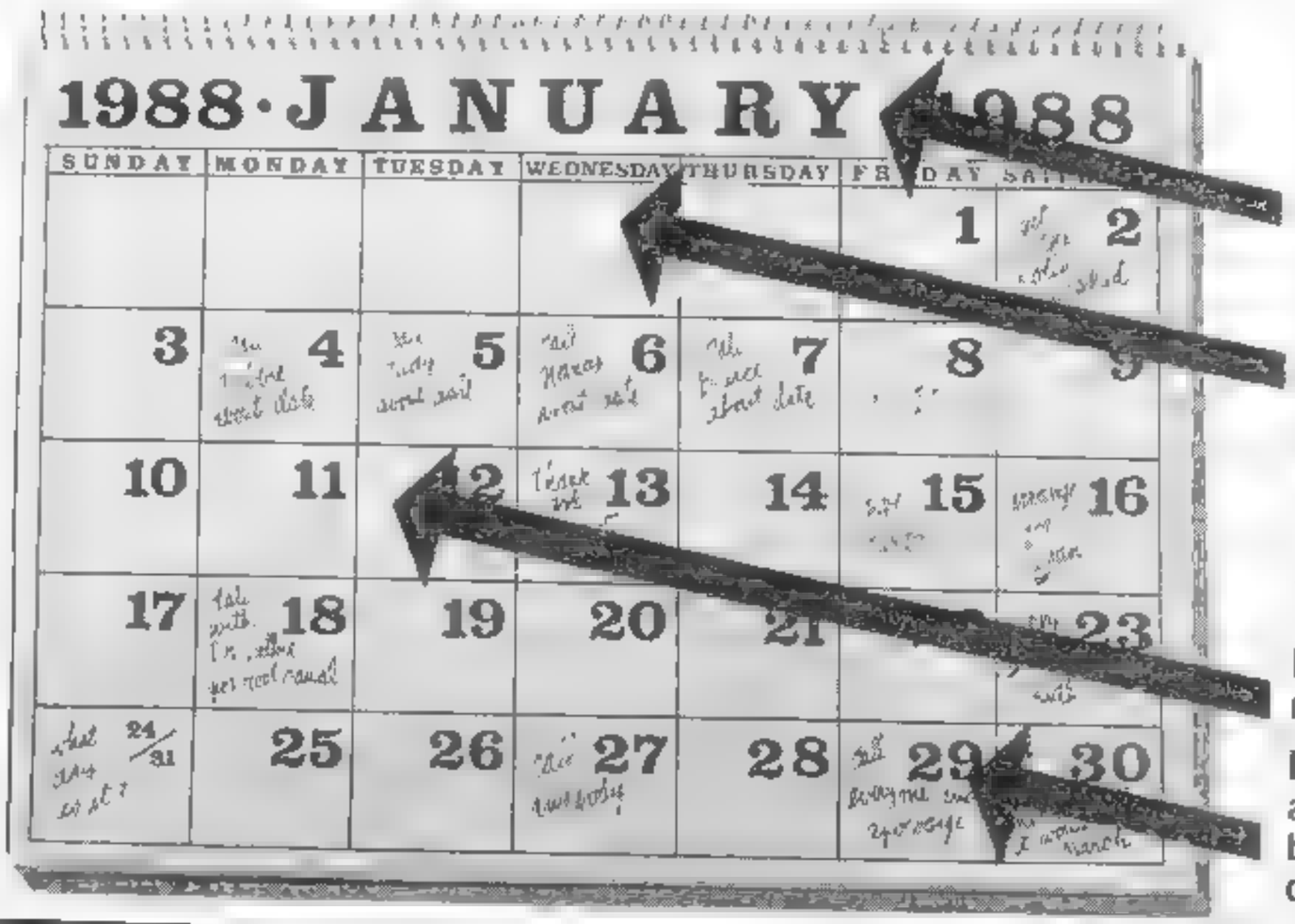
***Enlarged slightly to show details**

URE-BY-FEATURE VERTISING

ARTIST: BOB CLARKE WRITER: DICK DEBARTOLO

HERE IT IS! THE ACME CALENDAR

WRITE IN A DATE WITH MADONNA OR SPRINGSTEEN! WRITE IN A TRIP TO EUROPE! WRITE IN A DATE FOR AN EXPENSIVE DINNER!



THE CHAIRMAN OF GENERAL MOTORS couldn't run his business effectively unless he knew what day it was. Why not give yourself the very same advantage?

EVERY MONTH OF THE YEAR INCLUDED! Three for the winter, three for the spring, three for the summer and yes, even three for the fall!

DAYS OF THE WEEK are sensibly arranged in the way you've come to know by heart—Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday too!

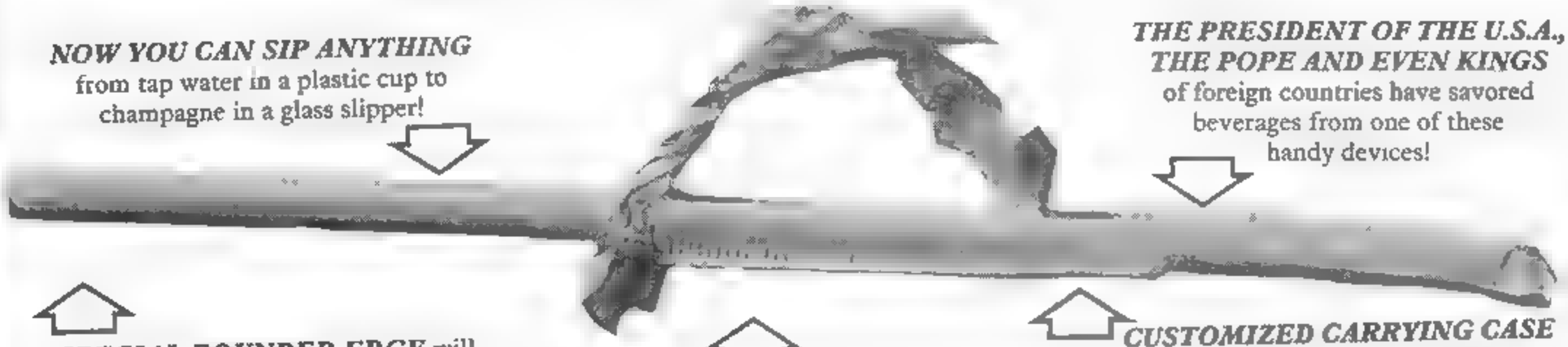
SAY GOOD-BYE TO SILLY POEMS! Know for yourself which months have 30 days and which have 31. All this hard work has been done for you!

NO MORE CONFUSION! Get the day, week and month right every time with consecutively numbered dates!

FILL IN AS MANY DATES AS YOU WANT! Be a social whirl and fill in all 365 days with something to do. Or just be a homebody and fill in one or two a month. This calendar lets you decide how to run your life!

IT'S HERE! THE ULTIMATE SANITARY DRINKING DEVICE...

SANI-STRAW!



NOW YOU CAN SIP ANYTHING from tap water in a plastic cup to champagne in a glass slipper!

THE PRESIDENT OF THE U.S.A., THE POPE AND EVEN KINGS of foreign countries have savored beverages from one of these handy devices!

SPECIAL ROUNDED EDGE will never catch on your mouth! Whether you have large pouty lips or pencil thin lips, Sani-straw molds itself to your personal contours!

LIGHTWEIGHT PLASTIC, the very kind important switches and buttons found on 747's and fighter planes are often made from, is used for strength and durability.

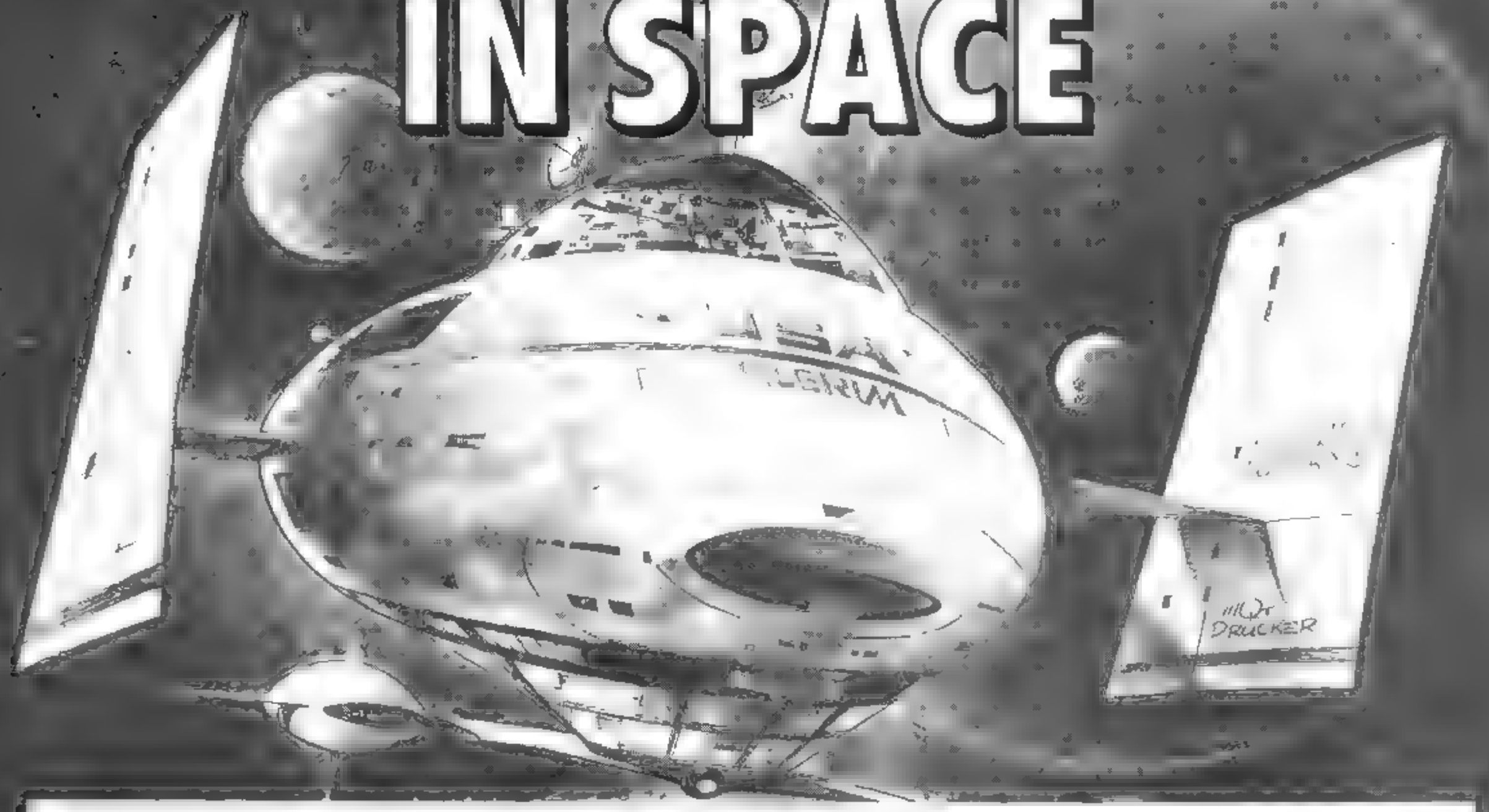
CUSTOMIZED CARRYING CASE included with each purchase, every one fitted like the finest glove.

ONE SIZE FITS ALL!

CLICK
SPY vs SPY
KLIK
BOOM

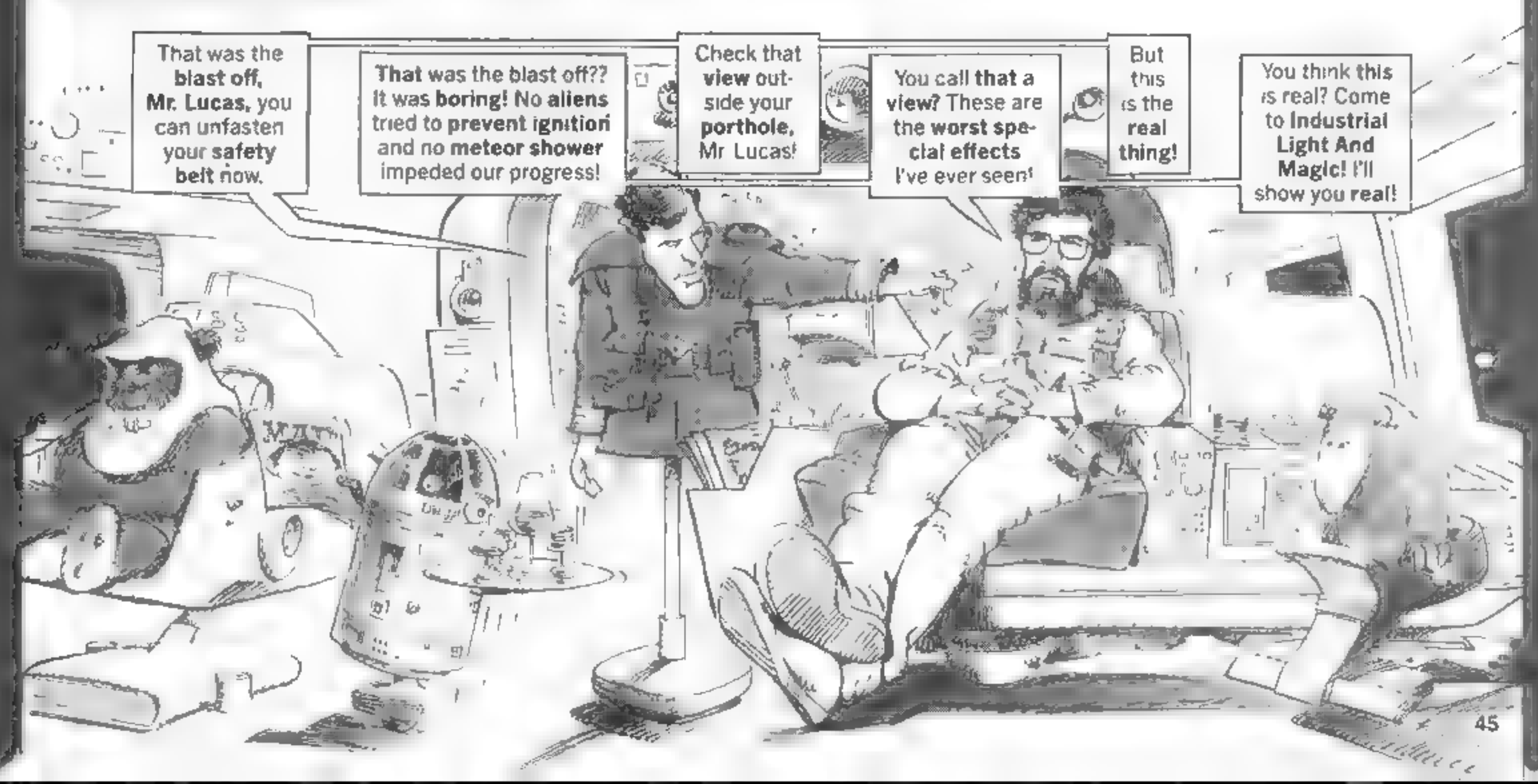
When Neil Armstrong became the first person to walk on the moon he uttered the words "That's one small step for man, one giant leap for mankind," and gave man dignity in space. Unfortunately, as space travel becomes more and more common, we can't expect other earthlings to do likewise. In fact, there are some people who, if given the chance, are bound to embarrass all of humanity up there. Of course, we're talking about what's going to happen when there are

CELEBRITIES IN SPACE

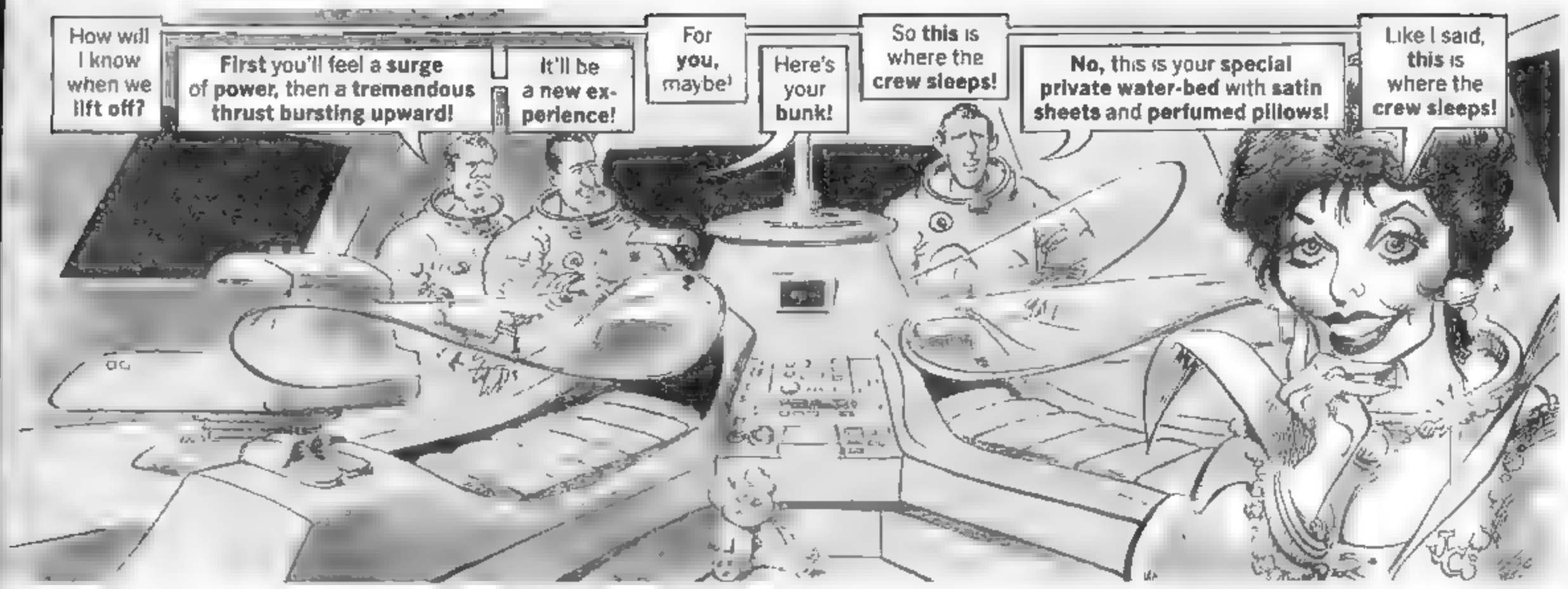


ARTIST: MORT DRUCKER WRITER: FRANK JACOBS

GEORGE LUCAS


That was the blast off, Mr. Lucas, you can unfasten your safety belt now.
That was the blast off?? It was boring! No aliens tried to prevent ignition and no meteor shower impeded our progress!
Check that view outside your porthole, Mr Lucas!
You call that a view? These are the worst special effects I've ever seen!
But this is the real thing!
You think this is real? Come to Industrial Light And Magic! I'll show you real!

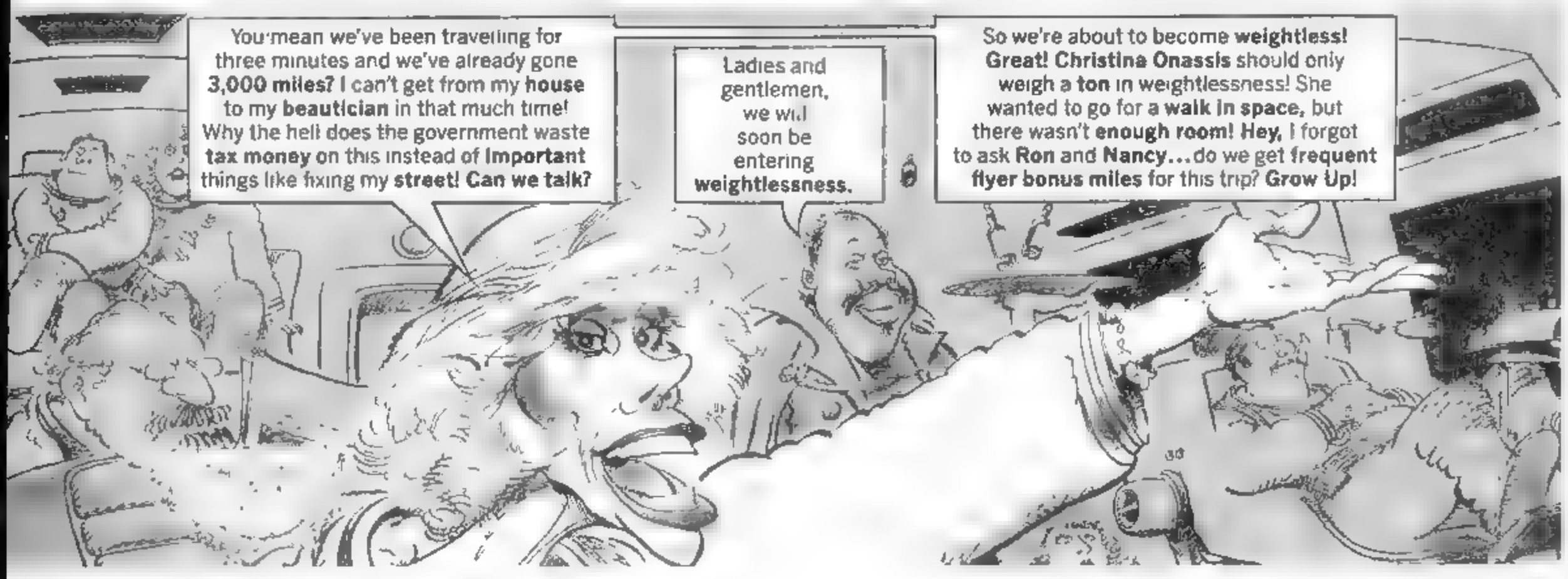
JOAN COLLINS


How will I know when we lift off?
First you'll feel a surge of power, then a tremendous thrust bursting upward!
It'll be a new experience!
For you, maybe!
Here's your bunk!
So this is where the crew sleeps!
No, this is your special private water-bed with satin sheets and perfumed pillows!
Like I said, this is where the crew sleeps!

"WEIRD AL" YANCOVIC

*Nev-er vol-un-teer
For a week up here;
Wish I'd stayed behind;
Let me tell you—
All I know from out-er space is
Where my feet were now my face is!
Ain't no-body needs this craz-y world!
Some-one beam me down
Back to my home-town,
Should have stayed on Earth;
Let me tell you—
"Star Trek" nev-er had this trouble,
Get me out and on the double!
Ain't no-body needs this craz-y world!
All the food that they've sup-plied me
Comes in tubes that they provide me,
But the food won't stay in-side me!
There's a gag-ging in my throat here,
From those gooey globs that float here;
Ain't no-body needs this craz-y world!
*Sung to the tune of Tears For Fears' "Everybody Wants To Rule The World"

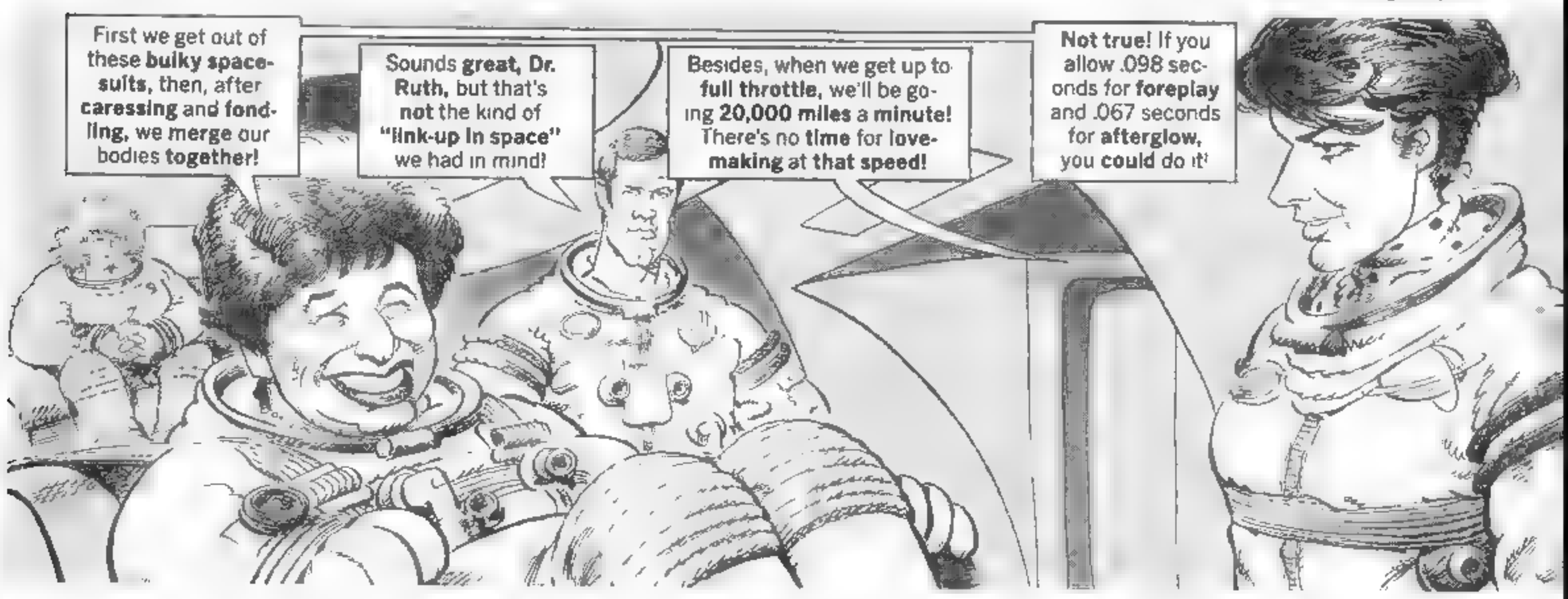
JOAN RIVERS


You mean we've been travelling for three minutes and we've already gone 3,000 miles? I can't get from my house to my beautician in that much time! Why the hell does the government waste tax money on this instead of important things like fixing my street! Can we talk?
Ladies and gentlemen, we will soon be entering weightlessness.
So we're about to become weightless! Great! Christina Onassis should only weigh a ton in weightlessness! She wanted to go for a walk in space, but there wasn't enough room! Hey, I forgot to ask Ron and Nancy...do we get frequent flyer bonus miles for this trip? Grow Up!

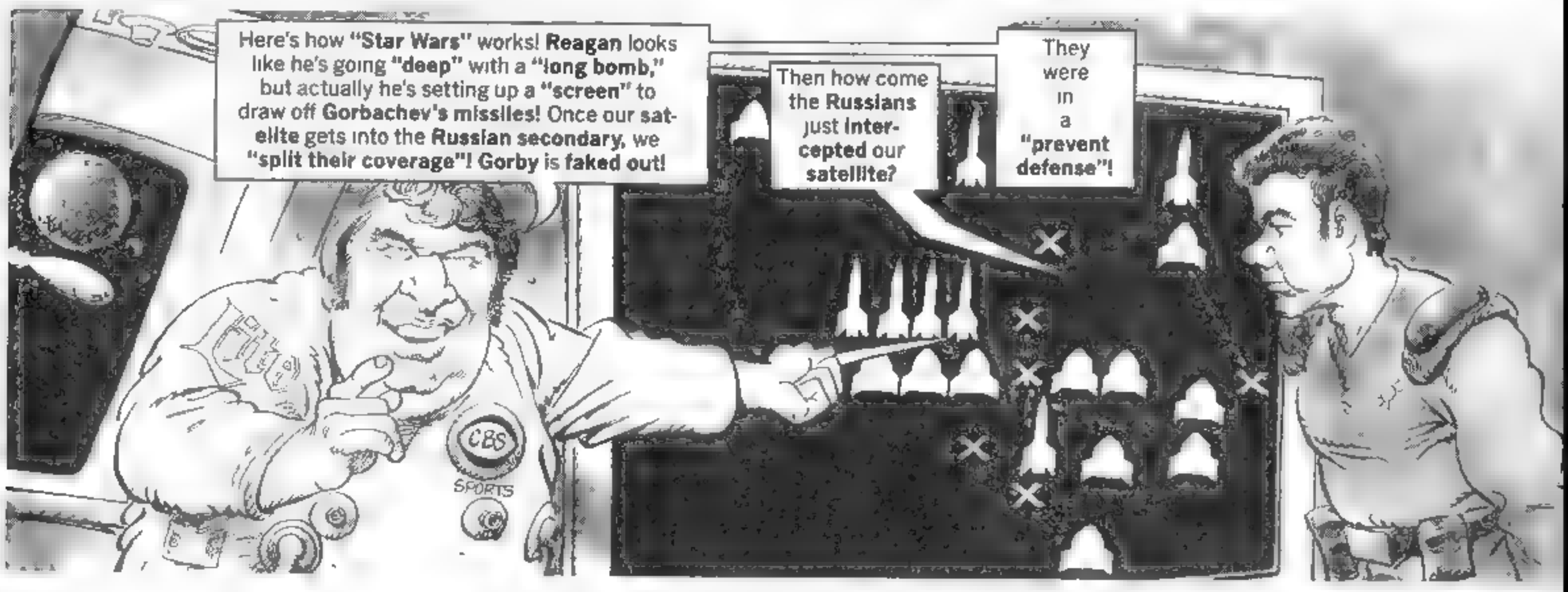
DAVID LETTERMAN

So what's the **big deal?** The **dog** is **floating** in **weightlessness.** You call that a **"stupid pet" trick?**
The **big deal** is that we're **not** in weightlessness yet!
My oh my! Now if you could get **Lorne Greene** up there with him you'd **really** have something! Hit it, **Paul!**

DR. RUTH WESTHEIMER


First we get out of these **bulky space-suits,** then, after **caressing** and **fondling,** we merge our bodies **together!**
Sounds **great, Dr. Ruth,** but that's **not** the kind of **"link-up in space"** we had in mind!
Besides, when we get up to **full throttle,** we'll be going **20,000 miles a minute!** There's no **time** for **love-making at that speed!**
Not true! If you allow .098 seconds for **foreplay** and .067 seconds for **afterglow,** you **could** do it!

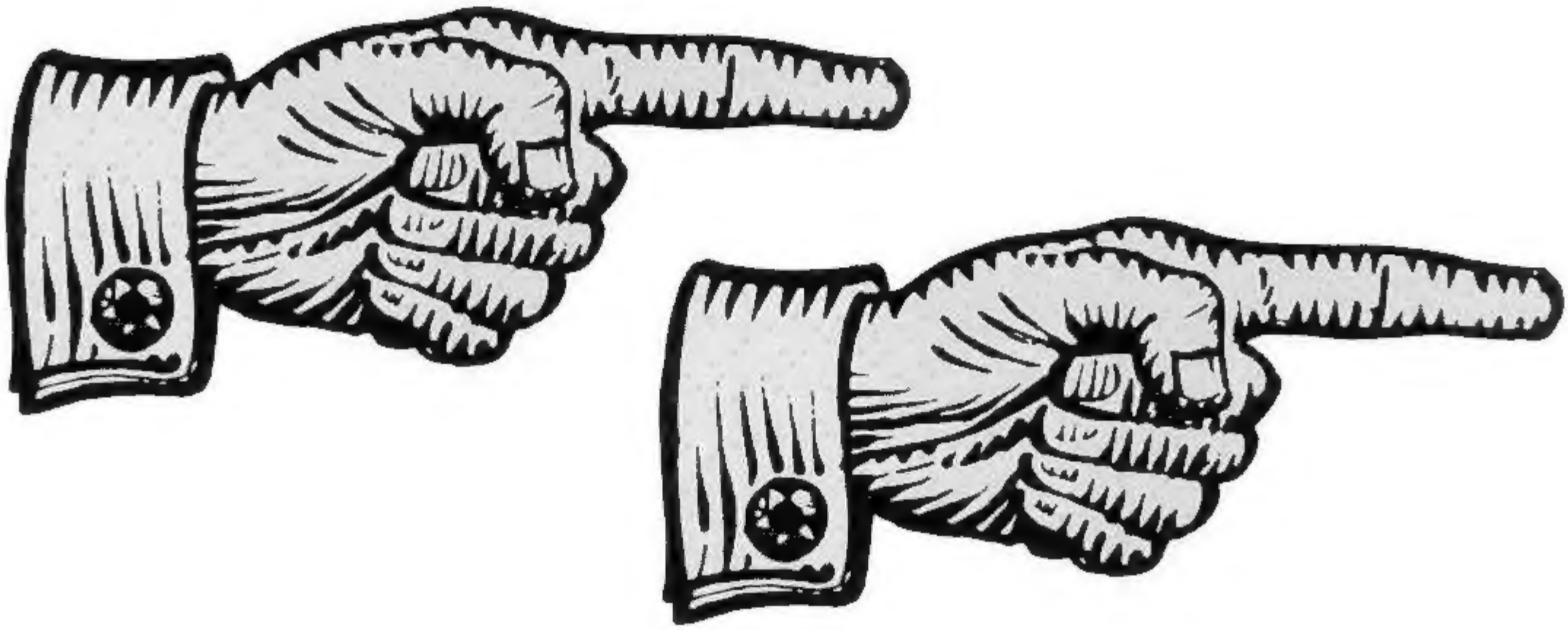
JOHN MADDEN


Here's how **"Star Wars"** works! **Reagan** looks like he's going **"deep"** with a **"long bomb,"** but actually he's setting up a **"screen"** to draw off **Gorbachev's missiles!** Once our **satellite** gets into the **Russian secondary,** we **"split their coverage"! Gorby** is **faked out!**
Then how come the **Russians** just **intercepted** our **satellite?**
They were in a **"prevent defense"!**
CBS SPORTS

MAD BASEBALL WORLD CHAMPS!

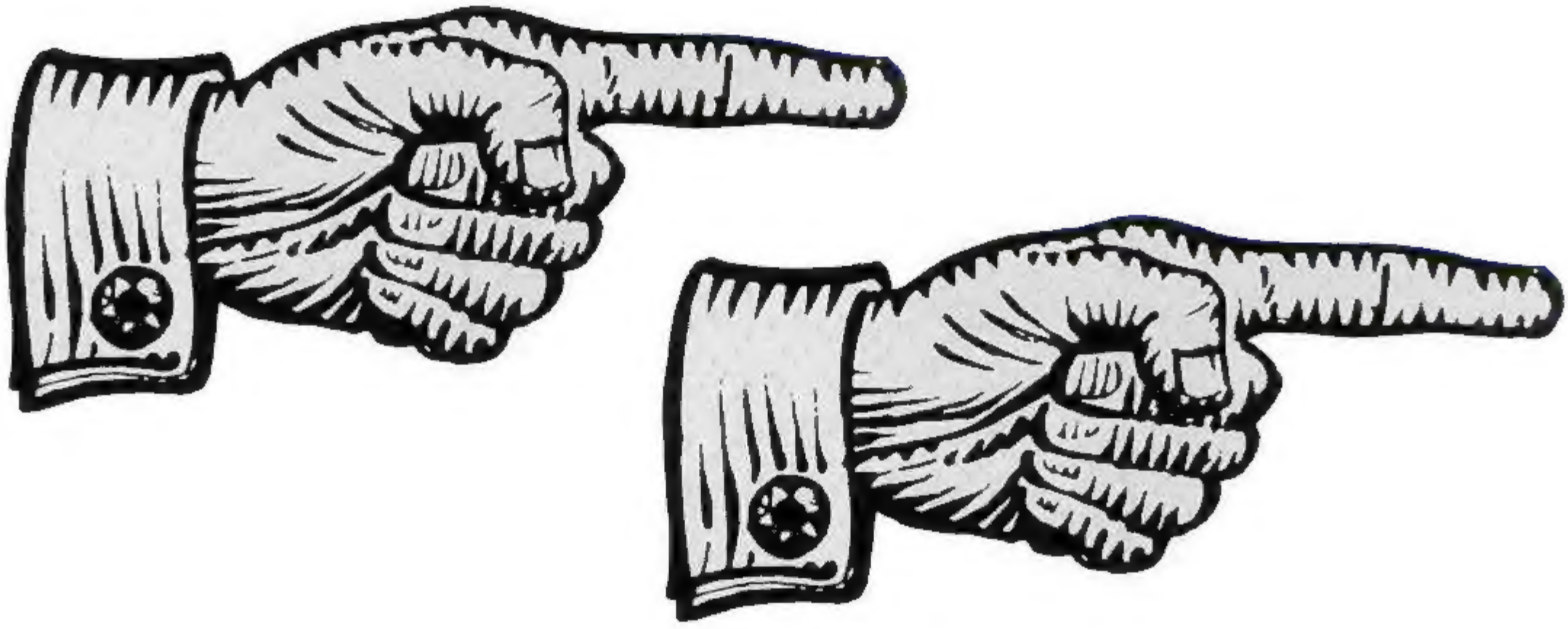
OPENING DAY—THE FOLLOWING SEASON...

ARTIST AND WRITER: SERGIO ARAGONES



Nothing to see here!

Please skip ahead.



HOW IS THE ADMINISTRATION ENCOURAGING NEW HOUSING DESIGNS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Government policies affect housing. To find out how this administration is influencing housing design, fold page in as shown in diagram on right.

FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"

THE ADMINISTRATION IS UNAFFECTED BY NEGATIVE CRITICISM ON HOW IT GOES ABOUT SELECTING THE HOUSING DESIGNS IT FAVORS. IT SUPPORTS TIMELESS WELL PROVEN IDEAS FROM THE PAST.

A► ◄B

HOW IS THE ADMINISTRATION ENCOURAGING NEW HOUSING DESIGNS?

FOLD PAGE OVER LIKE THIS!

A▸ ◂B FOLD BACK SO "A" MEETS "B"

BY
NEGLECTING
THE HOMELESS

A▸◂B

MAD

MONOPOLY

CARDS FOR THE 1980'S

ARTIST: GEORGE WOODBRIDGE WRITER: TRICIA SCARNATI